

It is known that proper names have the function of «individualizing nomination» [3]. Therefore, the use of personal names in combination with the surname is still one of the linguistic techniques aimed at corporation members' collaboration.

Media genres have not only the informative function but also assume responsibilities before employees, society and environment and describe the progress in these areas accordingly. The use of modal verbs, expressions with the modality of the ban, obligation, and responsibility is typical for corporate publications.

Using the Intranet is the latest feature of modern organizational communication. Intranet makes possible to maintain corporate knowledge and get them from any department of the company. For example, via Intranet one can easily get access to staff instructions, internal regulations, policy, standards, news mail, etc. In fact, Intranet allows communicating a common corporate culture by using the flexibility and versatility of modern information technologies for effective management of corporate work [4].

As for entertainment genres it should be noted that the corporate language is traditional for every corporate organization. By the corporate language one assumes a set of linguistic and non-linguistic elements creating a certain image of the company aiming at attracting attention of the existing and potential customers, raising the staff's spirit of belonging and devotion to the corporation. The use of such units as a family, a team, an organization, a corporation, a team of employees emphasizes the unity of the people in team to work together and emphasizes the team spirit. By this way the corporation becomes unique and competitive.

Therefore, the modern Russian organizations tend to conduct its management activities in accordance with the international standards of business administration. Corporate communications are widely used for effective relationships within the organization and abroad. So, by corporate communication one understands the particular type of organization and communication service, which reflects the interests and specific features of the organization. An important component of corporate communication is the use of a corporate language which includes linguistic and non-linguistic elements and reflects the corporate culture and values of the organization. For modern management of communication corporativity is characteristic. At the same time it can be treated differently. On the one hand, corporativity is a kind of isolation and restraint. But on the other hand, it is considered to be one of the most effective means of manipulation the employees of the organization in order to increase their sense of belonging, devotion and significance.

#### References

1. Graneva I.Yu. Pronoun «we» as a means of ideological manipulation in the Russian language picture of the world // Bulletin of the Nizhny Novgorod University. – 2010. – № 4 (2). – P. 494-496.
2. Evtushenko O. Corporate genre of administrative discourse of congratulations // Bulletin of Leningrad State University. – 2012. – №1. – Vol. 1. – Philology. – P. 149-154.
3. Ermolovich D.I. Proper names at the intersection of language cultures. – M., 2001. – 200 p.
4. Kulginov M. Corporate networks Technology: Encyclopedia. – SPb.: Peter, 2000. – 509 p.
5. Milner B.Z. Organization Theory. – M.: INFRA-M, 2000. – 480p.
6. Макдональдс. [Internet resource] – URL: [www.mcdonalds.ru](http://www.mcdonalds.ru) (access date: 21.12.2016).
7. Сбербанк всегда рядом. [Internet resource] – URL: [www.sberbank21.ru](http://www.sberbank21.ru) (access date: 21.12.2016)

### CROSS-CULTURAL COMMUNICATION

**A.V. Milovanova, O.V. Salikaeva**

*Scientific advisor associate professor N.S. Kovalenko  
National Research Tomsk Polytechnic University, Tomsk, Russia  
Siberian State Medical University, Tomsk, Russia*

In modern society there are different models which are supposed to help people of different cultures to understand each other better. These models imply several points including cross-cultural education, mutual dialogue of cultures, the formation of openness and tolerance and also the creation of «the third culture». That is why intercultural communication can be understood as a perfect goal which all of us must try to achieve. It is essential as it enables us to adapt to the world around in a better way.

Traditionally cross-cultural communication is seen as an adequate mutual understanding between participants of a communicative act having different cultures. In other words, cross-cultural communication is a kind of «dialogue of cultures» [5]. In these definitions the result of the interaction is positive. However, at times it might have a quite opposite outcome. Cross-cultural communication can be connected to not only mutual adaptation and understanding peculiarities of the partner but also to disagreement and conflicts [1].

It is widely believed that there are some things which cause difficulties in communication. Firstly, the reason of misunderstanding is rooted in differentiating character of cultural value which means that every social group has its own system of cultural values. Secondly, each representative of culture is simultaneously a member of several social groups. And the last but not least, difficulties in communication can emerge because of different dominating ideologies.

T. N. Persikova has indicated 8 integral parts of the communicational process [3]:

1. Relations, or psychological states which predetermine our acts;
2. Stereotypes, or providing people with certain qualities and characteristics on the basis of belonging to any cultural, professional, sexual or age group;

3. Social organization of culture;
4. The way of thinking;
5. Social roles and norms of behavior;
6. The language of other country;
7. The perception of space;
8. Attitude towards time which has an influence on relations between people.

This classification shows that overcoming only a language barrier is not sufficient for providing effective communication between representatives of different cultures that is why they also have to overcome a cultural barrier which is composed of national specific components of culture that is unique and at the same time create problems for cross-cultural communication [2].

Studying cultures enables people to anticipate peculiarities in behavior of its representatives and significantly ease mutual understanding. However, the necessity of creating typologies of cultures has been a rather controversial issue among specialists [4]. This controversy has led to the emergence of some theories of intercultural communication which examine problems of cultural interaction.

The most famous theory was worked out by A. Hall. This theory contains typology of cultures and divides them depending on an attitude towards information. According to these criteria one can point out two types of cultures – high-context culture and low-context culture.

High-context cultures are characterized by high informational awareness, close relations inside family and constant contacts with friends and colleagues. Nonverbal means and reserved expression of feelings play an important role in communication. The striking features of low-context cultures are lack of informational awareness, strict borders between private and business contacts. The representatives of this type tend to show their sincere emotions in communication [4].

The importance of this theory has never been questioned as the role of information has a tendency to increase in the modern society. The theory of A. Hall helps to understand the inner world of cultures and explain some patterns of behavior.

The second theory was suggested by G. Hofstede. The theory of cultural changes analyses so called mental programs which arise during the formation of perceptions, ways of thinking and behavioral reactions which are observed according to 4 criteria: hierarchy – equation; collectivism – individualism; masculinity – femininity; high level of uncertainty avoidance – low level of uncertainty avoidance.

Cultures, where hierarchy plays a major role, see government and power as a fundamental basis of society. They respect strict and harsh manner of management. Whereas cultures that tend to accept equation prefer to have equal relations. They appreciate freedom and respect to personality.

Individualistic cultures value individual goals of their representatives more than group ones. Unlike individualistic cultures, collectivistic ones accept the domination of the group's goals above the individual ones.

The criteria «masculinity – femininity» does not have a direct relation to men and women. This criterion only establishes the domination of a certain trait in the national character. Men cultures value determination, the acceptance of personal achievements and high income. Contrary to it, female cultures prefer relations, cooperation and care about people around.

Cultures with high level of uncertainty avoidance tend to feel a lot of stress and aggression. The representatives of cultures with low level of uncertainty avoidance are invulnerable to the stress of any kind and rely only on themselves.

Obviously, this theory as well as the previous one does not suggest a universal solution to the question of typology of cultures but the above mentioned criteria significantly ease the realization of cultural differences.

The third theory is based on the level of cultural literacy. It includes the understanding of background knowledge, values and the cultural picture of the world. Cultural literacy is expressed only in communication and forms intercultural competence together with the language and communicative competence. Every situation of communication corresponds to the certain level of intercultural competence [4].

By restating everything that has been said above, the merit of all theories is that they make a great contribution in research of the process of intercultural communication. Additionally, they make us understand that the main condition of successful intercultural communication is the realization and acceptance of the differences between the representatives of different cultures.

#### References

1. Grushevitskaya T.G. Bases of cross-cultural communication. – M., 2003. – 352 p.
2. Kovalenko N.S. Role of social-cultural competence in teaching foreign language to students of nonlinguistic training directions // Philological sciences. Issues of Theory and Practice. – Tambov, 2013. – № 5 (23), Part. 2. – P. 110-112.
3. Persikova T.N. Cross-cultural communication and corporate culture. – M.: Logos, – 2002. – 225 p.
4. Sadokhin A.P. Introduction to the theory of cross-cultural communication. – M.: The higher school, 2005. – 310 p.
5. Ter-Minasova S.G. Language and cross-cultural communication. – M., 2000. – 624 p.