

подчеркиваются и отрицательные черты характера: пьянство, глупость, лень, нечистоплотность, вспыльчивость.

Довольно-таки часто ирландцев представляют в мрачных тонах, но порой встречается и симпатия к этому народу. Из этого следует, что в мировой литературе утвердился стереотип ирландского народа. Во многих произведениях художественной литературы часто герой характеризуется одним словом: «ирландец», что лишний раз подтверждает устойчивость и значительность этого стереотипа.

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Комарова Е. В., студент

Национальный исследовательский Томский политехнический университет

E-mail: lena19963@mail.ru

Komarova E. V.

THE IRISH CHARACTER IN WORLD LITERATURE

The present article is devoted to the Irish character, its peculiarities and contradictions. Irish people are famous for their unique personality, individuality, specific features. This nation occupies a certain place in literature; there are a lot of books where the main characters are the Irish. In the article the basic characteristics of the Irish personality are revealed from British and Irish points of view, they opinion can be frequently different. The article distinguishes the main authors devoting their works to the Irish.

Keywords: *Ireland, Irish character, culture, English literature, world literature.*

Комарова Е. В., студент

National Research Tomsk Polytechnic University

E-mail: lena19963@mail.ru

Shulga D. K., Stasenko N. I.

BUSINESS COMMUNICATION IN DIFFERENT COUNTRIES

At the moment the world is going actively on globalization: in the world where employees of one company can be scattered in different continents and the geographical scope is wider customer, compliance with cultural norms in communication can become the key to effective cooperation and transactions, and the lack of understanding of these rules can have dire consequences.

Keywords: *business communication, factors of effective communication, representatives of different cultures.*

Many experts are mistaken in thinking that in order to come to mutual understanding with the representatives of other cultures, it is enough to talk with them in the same language. However, knowledge of the language is still a small part of success.

Effective communication depends on several factors: the manner of speech, the ability to listen to the interlocutor, gestures, and attitudes to leadership. If you do not take into account these factors, the conversation can come to a standstill, but the sides have not understood each other.

You must be able to adapt to the environment, like a chameleon to communicate effectively with people of different cultures. To do this, you should not be afraid to change its very nature and the way of thinking and be able to put up with the inevitable inconvenience. For example, in a Muslim country you should not put the soles of your shoes to the public, and in some cultures, there is a special tradition of shaking hands. By all accounts, to learn all these peculiarities is not difficult.

In this article, we present a few rules that will help to establish contact with representatives of some cultures. We must remember that these features cannot be taken as dogma. There is always the place to be errors due to human perception through the prism of its cultural environment and the formation of the corresponding expectations. A specific style of communication can be quite widespread in the relevant culture, but of individuals, companies and industries can be your own style.

Asian countries: evasiveness and hierarchy

In the Asian culture of communication prevalent themes are respect and reverence. This is immediately evident in their manner of speech. It is important to listen carefully to an interlocutor, and many business people from

Asian countries have absorbed this culture with their mother's milk, be sure to wait for the end of the offer and sustain a small pause before you start answering.

It often happens that communicating in a multicultural environment, for example, they will wait and wait for silence, which will not occur.

According to some people, businessmen from Asian countries are usually better to negotiate than their counterparts in the West. This is due to the fact that they begin to talk not just – what is often discouraged his companions – and almost never give out their thoughts by facial expression and gestures.

They survive pause and reflect on replica interlocutor to emphasize how important to them his word. They do not want to answer in a hurry, and Americans often do not understand.

In Asian cultures, like nowhere else in the world, you should try to avoid direct answers (although the degree of evasiveness in your observations, varies, for example, the Indians are characterized by much greater candor than the Indonesians).

In Asia, almost you should always avoid open criticism, negative reviews and the word «no» – all this is considered disrespectful. «Maybe» means «no».

For Asian cultures that are also characterized by a high degree of hierarchy. For leadership to show more respect; insubordination at the organization meeting is not encouraged. For example, the vice president should meet with the vice-president or a person occupying a similar position, but not with the senior team [1].

Latin American countries: a conversation about anything and personal relationships

In Latin American countries, as well as in Italy and Spain, the first place is a family and business ties based on personal relationships.

An informative talk on abstract themes is an integral part of this culture, people are easy and fun to come into such a conversation and show genuine interest in the family life and leisure of each other.

In these countries, it is much more appropriate to any manifestation of feelings – from gestures to expressions of subjective judgments. According to the observations of great modern scientists submission of decisions or considerations in the subjective manner is permissible and even encouraged when test results are accompanied by phrases like «I think».

In addition, for this culture is characterized by great respect for the leaders and the tendency to rely on them [2].

The USA: focus on results, and plain speaking

As for the American communication style that is characterized by independence and personal initiative, because a professional culture in this country is focused on the result. People at various positions shall be empowered to make decisions and have the right to express their opinions openly.

In the USA, people did not hesitate to say: «Of course, I can do it». «The emphasis on the «I» is much stronger than in other countries. In addition, in the American style of communication the most importantly – this is understandable».

Firstly, we'll explain what we want to say, and then say, and then we explain what to say. In other cultures this style of communication is often perceived as condescending.

Evaluation of someone else's work in the United States is also expressed by its own way. A negative feedback is often accompanied by several positive [2].

The UK: mild criticism

While in the UK and in the USA people speak English, communication style in these countries varies. Overall, Britons tend more attention to the hierarchy, conservatism and evasiveness.

In particular, the British communication style is characterized by extensive use of words and expressions that mitigate criticism.

In many Asian cultures, criticism and suggestions are usually not expressed openly. In the UK, this behavior is not forbidden, but here to say with less candor than in the USA, German and Scandinavian cultures. Examples negatives «in the British», «is an original point of view», or «maybe you should consider other options?»

British and American English differ. Thus, the verb table in the US means «to defer consideration», and in the UK – «to proceed with its consideration» [2].

Germany, Scandinavia and the Netherlands: the accuracy and clarity

German, Scandinavian and Dutch communication styles are the same, as are the languages – very precise and direct.

They do not accept any empty talk, they are characterized by sincerity, seriousness, integrity and thoroughness. «In addition, in these cultures objectivity is highly valued: any statement should be supported by the facts and analysis».

In the Netherlands, it is accepted to give and take a very honest and direct feedback – this is considered as a sign of respect.

Little known outside of Scandinavia «Yante law» that is formulated in a Norwegian novel, it is a set of ten rules, one of which reads: «Do not think you're special». This «law», claims the priority of the collective over the individual, acting in Scandinavia, everywhere, so there is probably nowhere else in the world, society is built on the principles of equality. A stranger who has got to the workshop in some Scandinavian countries, are usually difficult to understand who is there in charge [3].

Countries in Africa

The African continent has its own traditions of communication, despite the fact that many of the rules of business etiquette and protocol were introduced in the colonial era. The traditions of tribes and ethnic groups inhabiting Africa south of the Sahara are extremely diverse.

When the most common greeting is a handshake, but very important is its specificity. Do not compress your friend's hand. A handshake should be weaker than is customary in the USA and Europe. This is passed a special respect to an interlocutor. In some cases, you can find a handshake with both hands (left hand supports the right). It usually means no aggressive intentions, the location of the interlocutor, underlining the social intimacy with him [4].

There are features in the non-verbal components of communication for black people. For example, some people are not made to look straight in the eye. In many African cultures it is polite to go forward in the door man and then a woman or a guest. This custom comes from the fact that the man should be the first to meet the danger. Africans are more likely than Europeans can touch the face with their hands or cover the eyes during business meetings – the latter does not mean loss of interest in what is happening, or fatigue.

The meetings are usually planned in advance. However, punctuality is not always observed. Generally it is characterized by a slower pace of life.

In traditional African people are respected for age. Therefore, at the negotiating table we need to have special respect elders. This is important observance of distance (familiarity is not allowed).

In no case you cannot use the word «nigger». It's insulting and goes something like «nigger». You can say «black», «black people» better for Africans [2].

You should be careful when choosing flowers as a gift. For example, in Kenya, presented flowers are the expression of condolences. It is not accepted to give flowers and Tanzania.

Traditions with presentation of gifts have a wide variety. If you come to a house of Ugandans it is good (but not strictly necessary) to capture any gift. But in Tanzania to give gifts means to leave the country for guests who can also make a reciprocal gesture.

Turkey

In Turkey many business conversations are started at a cafe. If the negotiations are completed successfully at cafes, all people go to a restaurant to celebrate this event.

If you go to visit your partner, do not forget about the flowers for a hostess.

Turks love to give and receive gifts. Any reception which made the Turkish businessman is completed by the presentation of small gifts. In special honor at the Turkish businessmen called «plaquettes» – packed in a velvet box that stands on bronze or brass plate with the logo of the company and a commemorative plaque. Your gift is a memorable sign of the firm.

There are many aquariums, bird cages or room flowers in the cabinets. If you want to please a host you should express interest to them, they are located into his cabinet.

Do not come to the meeting with the Turks, without having free time. Business talk will necessarily be preceded by a «COX-bet» – a conversation about this and that, tea or coffee. Often, it is during such conversations important problems are solved.

In Turkey, on arrival in the guest house, according to generally accepted rules, women should retire and leave the men alone. However, the head of the family leaves the wife in the room, emphasizing that the guest «is not a stranger». The guest in turn, should say that «she is my mother and sister instead of» as if proving the right to the presence of women in a room where a man is a stranger.

The wife may ask the guest about the affairs and the health of his wife and children, even to call him by name. However, men are not supposed to ask another man (if he is not a relative) of his wife or adult daughter.

When entering into the interior of the house a guest should take his shoes off and proceed to the room. After exchanging greetings indispensable duty of courtesy to the host file is considered to be the house guest a cup of coffee or tea. Disclaimer guest of coffee or tea is offered by an owner or may be perceived as a manifestation of a lack of courtesy, as a sign of disrespect to an owner.

When a table is replaced by the traditional food metal large round tray that is placed on the floor, carpeted or mats. Sometimes, the tray is placed on a special low wooden stand. A guest seats on a soft cloth on the floor.

Before the meal and after the feast before the guests put a copper basin and watered their arms from a special pitcher, and then dry them with a special towel. After this, the guests and host pray.

According to the rules of etiquette, a host opens the door to a guest, he cannot leave the room before it is made by the guests. If an owner sits before his guest, or even to sit in the presence of a standing guest, he violates etiquette. At the table, an owner also cannot begin the meal first [4].

Japan

Despite the fact that business cards have lost their relevance and importance in Japan, the situation is quite different. Being at a business meeting in Japan, it is necessary to take business cards, written in both English and Japanese. Presenting a business card – is a special ritual in Japan. Remember: you should take a card with both hands, and pass up the side where the information is given in Japanese. When you are handed a business card, you should take it with both hands and thank. Everything else on the business card is in any case cannot be anything to write down or pull it during the meeting [3].

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Scientific adviser N. Y. Gutareva, PhD in Methods of TFL, Associate Professor of TPU

Shulga D. K., student
National Research Tomsk Polytechnic University
E-mail: shulgadm@yandex.ru

Stasenko N. I., student
National Research Tomsk Polytechnic University
E-mail: lukoiltpu@mail.ru

Шульга Д. К., Стасенко Н. И.

ДЕЛОВОЕ ОБЩЕНИЕ В РАЗНЫХ СТРАНАХ

В настоящее время в мире идет активный процесс глобализации: в мире, сотрудники одной компании могут быть разбросаны по разным континентам, при этом соблюдение культурных норм в общении может стать залогом эффективного сотрудничества, а отсутствие понимания этих норм может иметь печальные последствия.

Ключевые слова: деловое общение, факторы успешной коммуникации, представители различных культур.

Шульга Д. К., студент
Национальный исследовательский Томский политехнический университет
E-mail: shulgadm@yandex.ru

Стасенко Н. И., студент
Национальный исследовательский Томский политехнический университет
E-mail: lukoiltpu@mail.ru

Korovkin P. I., Cherenev S. S.

FUNERAL ETIQUETTE TRADITIONS OF PEOPLE OF THE WORLD

Nowadays many people forget about traditions of their nation. However, traditions play a very important role in a person's life. There are many traditions, such as ethnical, national and social, which include many other traditions. The purpose of this study is to examine the features of the funeral etiquette traditions of people of the world and get some idea about their rituals.

Keywords: *kaymyo, clothing, funeral.*

Orthodox funeral

In Orthodoxy deceased are necessarily washed, then dressed in clean, white clothes which haven't been worn. These clothes represent spiritual purity. Clothing should fit perfectly, it should not be too small or too large. The deceased were placed on the bench with their head heading towards the red corner that is to the east and were covered with a white shroud (canvas). Dead man's hand were folded on his chest, put a crucifix in his left hand, and put an icon on his chest.

After the death every night the Psalms and special prayers for the dead are continuously read. Near the tomb local old men and women are constantly on duty. Funeral committed themselves on the third day. Especially revered dead were carried to the cemetery on arms.

Establishing a monument at the grave is not accepted in Orthodoxy as it's a Catholic custom. However, if it shows the Orthodox cross, then setting tombstones is not prohibited.

Burial in Islam

As stated in the Qur'an, «no one person was given eternal life» (al-Anbiya, 34), «Every soul shall taste death» (al-Anbiya, 35), «But Allah will not postpone any soul, will come as soon as certain for it (the soul) term. Allah knows your deeds and will reward you for it» (al-munafiqun, 11).

Above the living Muslim who is about to go into another world, special ceremonies are committed. Funeral rites in Islam are so complex, that they are produced in the presence of the clergy. Despite the complexity, of all the rituals must be observed, because it is the duty of every Muslim.