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ПРОБЛЕМЫ МЕЖЪЯЗЫКОВОЙ ПРОФЕССИОНАЛЬНОЙ КОММУНИКАЦИИ
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TELE- AND VIDEOCONFERENCE INTERPRETING IN CROSS-CULTURAL COMMUNICATION

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One of the results of increased globalization in the world economy is the frequent interaction of different cultures in the business world. When a company does business internationally, it has to bring its workers into contact with a new culture, either by adding an overseas office or developing relationship with partners with different cultural backgrounds to help with the expansion. Under these conditions interpretation in course of negotiations is an essential part of daily routine in a company which wants to participate internationally and succeed globally.

Interpretation means transposing a speaker's message from one language into an equivalent message in another language, simultaneously. To do this difficult task, interpreters need to hear the speakers and observe all non-verbal signs that are part of communication; analyse the explicit and implicit contents of the message to be interpreted; transpose the message into another language while fully respecting its formal and cultural criteria; make sure, by direct observation of the meeting room, that the message has been received [5]. Interpreters usually work in built-in or mobile booths placed in the room where the conference is held. They can thus not only hear the speaker's message clearly but also observe all the non-verbal signs that are part of the message. In a videoconference some of this can be lost.

As technologies evolve, manufacturers and suppliers bring out new equipment with new names and, on top of that, users sometimes have their own names for types of conferences or equipment they use. A few basic variations are therefore useful:

'Teleconferencing' or 'remote interpreting' nowadays refers to meetings with interpretation at which interpreters are located in a place other than the meeting room. This means they do not have a direct view of the speakers, the rostrum or of what is going on in the room.

'Videoconference' with interpretation is one specific kind of "remote interpreting". The term is most widely used for events, such as business meetings, associations' meetings, press conferences and product launches at which one or more speakers address a meeting at which the interpreters are all in the same room as participants. The off-site speakers are projected on a screen in the meeting room and their speech is transmitted directly to the headsets of participants and interpreters.

Telephone or Skype conversations (including video conferencing) are one of the most popular means of direct business contact with remote partners, which is due to a number of advantages. There is economy of time since it is possible to arrange meeting with your remote partners sitting in your chair or in a room for negotiation. You do not need expensive business trips and, in some cases, transatlantic flights; hotel or ticket booking. For telephone conversation, all you need is simple equipment (Skype or phone) to establish a connection via an interpreter, so all three parties could hear each other. One more advantage is so-called scalability which means that the amount of participants in a videoconference is limited only by traffic-carrying capacity of information facilities. There can be one interlocutor or several tens and even thousands. The characteristic feature of videoconferencing is that it is rather similar to face-to-face communication as it implies visual contact with the interlocutor, to observe his emotions and articulation which is not possible in case of telephone conversations [4]. Moreover, videoconference equipment does not allow paying attention to unrelated activities and focus interlocutor's attention on conversation matter as in a face-to face meeting. Besides, modern videoconferencing systems make use of special coders, proprietary protocols and extensive enciphering, so that information security and privacy risk can be run exclusively due to human factor.

The quality of sound and image is now so much improved that interpreters can do the good job as if the speakers were in the room. The technical setup needs to provide sound-image synchronization which refers to image requirements [3]. Interpreters must be able to see the same images as the other participants. Additional dedicated images of the off-site speaker made available to the interpreters on monitors in or in front of their booths facilitate their task. Interpreters need to see a close-up of speakers. Audience panning and shots of intervening participants are always necessary. In general, interpreters must be able to clearly see the speaker; the chairperson and others at the rostrum; the panel participants, if it is a roundtable debate; the listeners and, particularly, any possible movement of people in the room; anything that is projected on a screen for the audience.

As far as screen location is concerned, in addition to the screen in the meeting room, it is helpful for interpreters to have clear-resolution colour monitors placed outside and in front of the booths, unless the latter are large enough to accommodate one or two screens on the interpreters' desk at a comfortable distance from the interpreters. Monitors should not obstruct the interpreter's view of the conference room. They are not a replacement of the direct view of speakers and the room that interpreters need. They can only be considered as aids to provide a better view [3]. The synchronisation of sound and image is especially important with satellite links.

All the technicians working for the meeting or event should be aware of the planned programme and the running of the conference; they should know what is expected of them to accommodate simultaneous interpretation. There should be at least one technician whose only task is to control interpretation parameters to ensure that microphones are correctly used by speakers and the sound quality at the time of transmission is the best possible. Cameramen must be made aware

of the needs of interpreters. For example, focusing on a backdrop or a banner outside a building while the speaker is being interpreted is of no help to the interpreters. In a videoconference with interpretation, it is important to remember that off-site speakers should also have headsets, so that they can listen to questions or comments from the floor that are made in a language which they do not speak and which is being provided by the interpreters.

When off-site speakers who are connected by a video-link to the conference room read out a text, it is extremely important to ensure that the interpreters have received the text in advance. If interpretation of off-site interventions, including questions and answers, during a conference at which video transmissions are being interpreted, exceeds two hours per day, it is recommended that two separate teams of interpreters be hired to cover a day's work. The two teams will relay each other at intervals of 1.5 to 2 hours. This compensates for the extra stress and fatigue induced by interpretation.

Conversations involving interpreting over the phone (Skype) have some special features which may cause some difficulties for an interpreter. An interpreter cannot see the conversation parties or their reaction to what has been said, so he/she only relies on the speaker's intonation to interpret the parties' attitude to the subject matter. This may be also complicated by the speaker's accent or specific articulation [5]. In addition, the ethical aspects of business negotiations and interpreting services should be considered. In a word, such form of interpreting requires advanced professional skills, as well as strong nerves and quick wit. However, information and sound-image transmission technologies are evolving and improving constantly, leading to more frequent use of interpretation at multilingual videoconferences. The quality nowadays is good enough, in most cases, to make simultaneous interpretation feasible.

While interpreting in course of negotiations there can be a number of difficulties, such as lack of interpreter's experience; challenges in understanding the information due to interlocutors' accent or speech patterns; inability to observe a remote partner; not enough time to consider the interpretation of speech expressions; inconsistency of partners' viewpoints; uncertainty or "diffusion", inappropriate formulation, double meaning of the message [1], foul language and finally external disturbances in communication.

Business conversations as an oral speech variety are characterized by definite grammar, vocabulary and style peculiarities. This communication type meets the requirements of correctness, precision, brevity, comprehensibility as well as business etiquette. These factors must be considered while interpreting. Knowledge and proper use of terms, conversational formulas and background business information is the key to succeed in this area.

The etiquette in negotiations over the phone (Skype) is of vital importance since this contributes to making contact and builds friendly relationship with partners. In phone (Skype)-based negotiating business etiquette involves time of calls since interaction can fail when a partner calls too early or too late. In this respect time zone makes a difference and partners have to synchronize their outside calls. It must be considered that even though the interlocutors do not see each other, they can hear the voice, perceive the pitch of a voice, speed and fluidity of the speech [2]. The speaker can understand whether his interlocutor is embarrassed, confused, objects or, on the contrary, agrees to communicate effectively. Unlike in face-to face negotiations when there is a possibility to make some corrections in case of errors or misunderstanding, in phone (Skype)-based negotiations to do this is much harder.

In choosing the behaviour strategy in course of negotiation an interpreter can come across several challenges, for example, the influence on power balance of both sides: keeping the power balance or shifting the balance in favour of one partner. An interpreter is not allowed to side up with any partner, and, moreover, to affect negotiating process. To receive additional information about the customer's and other people attitude to the situation under discussion, the interpreter can make use of non-verbal information. Proficiency in body language is essential for successful negotiating.

Non-verbal communication is concerned with intonation, mood, gestures and facial expression, pauses and reticence. It should be noted that non-verbal communication, intonation, gestures of representatives of various nations are different and express different shades of meaning, therefore can be understood in the wrong way by incompetent people. Consequently, learning a foreign language it is necessary to get acquainted with the culture, traditions and customs of the country and be able to convey adequately all the meanings not only in verbal but also in non-verbal communication, as well as explain the interlocutor what is meant if necessary. The interpreter's pose must be natural, so that the client can trust him. The most appropriate distance between the interlocutors is not less than 50 cm. If the client moves aside, it is not advisable to move closer. The interlocutor should speak at the same speed as the client. If there is any difficulty with getting the correct message, a pause is possible.

As a rule, clients who negotiate over phone (Skype) are in a hurry as they want to save not only time but also money. As a consequence, one more challenge in interpreting occurs which is inappropriate formulation of a message, resulting in incoherent and illogical messages; incorrectly placed emphasis, many specialized terms and excess information. Logical stress is very important in phone-based negotiations, since the interpreter cannot see facial expressions of the interlocutor; however, he can rely on intonation and mood of the client in this case.

The challenges in negotiating can be due to differences in expectations which are associated with cultural variety. Knowledge of cultural peculiarities of negotiating prevents from making errors in perceiving and contributes to making favourable impression on the partner and building long-term relationship.

To overcome these difficulties some solutions can be proposed, such as learning about cultural differences of the countries of all the participants at tele- and videoconference and preliminary acquaintance of the client with them before the beginning of the negotiations. Presentation and verification of factual background information in terms of native and target languages which is based on data from official Internet-site of a company is one of the main stages of preliminary interpretation analysis [1]. To prepare for phone (Skype)-based negotiations an interpreter can get necessary information on the Internet or look up appropriate vocabulary in a dictionary. It is possible that the interpreter will need to clarify appropriate terminology, look through the abbreviations and set phrase which are likely to be used in

course of negotiations at tele- and videoconferences. When the message being inadequately formulated, it is advisable to make efforts to specify the interlocutor's thought. The interpreter should not be confused if he could not catch the main idea of the message in case it was formulated incorrectly. In this situation an experienced interpreter can improve the message to some extent, changing it to make it more logical and comprehensible. In case of foul or rude language being used, the interpreter should inquire if it is worth rendering the uttered. In most instances, the client will consider the words carefully and offer a different option. Dealing with external disturbances, the interpreter has hardly any chance to eliminate them. The experienced professional should be prepared for these misfortunes beforehand, as a result of training to do the job in any working conditions.

All things considered, one may conclude that preliminary interpretation analysis is an integral part of negotiation preparation. If an interpreter follows a number of steps, it is possible to avoid most typical challenges and sufficiently improve the quality of interpreting.

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CROSS-CULTURAL COMMUNICATION AND ONOMASIOLOGIC AWARENESS

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A person cannot normally exist in isolation from other people. There is no culture in the world that is able to function properly in isolation from the cultural achievements of other nations. Throughout the whole life people constantly have to refer to the past or to the experience of other cultures. Nowadays there is almost no completely isolated cultural communities except several small native tribes lost in the most far away corners of the planet. It is natural today when any people are open to the perception of other people's cultural experience and at the same time they are ready to share with other peoples the achievements of their own culture. Such approach to the cultures of other nations is called «cultural interaction» or «intercultural communication» [6].

Communication is known to be one of the ways to develop our scope of knowledge and mental capacities through learning which is a social-historic process. It is the greatest achievement of our century which today is being studied by scientists in different professional fields. That is why great attention is devoted to the investigation of communication process nowadays.

Moreover, onomasiologic knowledge is of great importance in the process of cross-cultural communication as the knowledge of onomastic units contributes greatly to the successful communication in the long run.

In this article the problem of communication as a way of mutual understanding between people of different nationalities is thoroughly investigated. To make the conversation clear people should know the ways which would be helpful to understand each other as well as some peculiarities of communication process. Onomasiologic knowledge takes place in cross-cultural communication which involve the studies of names (i.e. the source, origin and history of development, semantic background, whether the meaning was motivated or not and so on). It has been paid much attention of scientists of different fields such as anthroponymy, linguistics and toponymy [1; 2; 8].

No doubt, one of the most significant spheres of communication nowadays is intercultural and cross-cultural ones. These two units sometimes seem to be used as similar but they are different.

Edward T. Hall., a USA anthropologist with a great intercultural experience used the expression intercultural communication in his book «The Silent Language» [4], in which he made the analysis of nonverbal communication. The field of intercultural communication was first paid attention to primarily in the United States. Thanks to the works of the USA scholars it is widely known today. When scientists started to develop this field in Europe, the notion «cross-cultural communication» was applied to indicate that communicators belong not only to different cultures but different ends and territories of the Globe.

The psychologists consider the cross-cultural communication to influence the structure of intellectual processes and contribute to better understanding of onomasiologic units of other cultures and development of interrelationships between different cultures. In the process of cross-cultural communication the participant characterizes each individual on a person-to-person basis, rather than categorizing people into stereotypes (the building blocks of prejudice), which is the characteristic feature about some group of people that oversimplifies their culture [5]. It is also mentioned that to