

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

Z. Anter, M.V. Kuleshova

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

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 anthroponomy, 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

study the differences of people's culture is the same way essential for cross-cultural communication being a successful one as the knowledge of foreign languages itself.

Thus, language is thought to be one of the basic ingredients to the creation of an environment of a successful communication. Language is known to accumulate and store the knowledge and culture of a nation. The knowledge of foreign language plays an important role in professional training of specialist in multicultural and multilingual world. The active life and successful carrier of a person is impossible without foreign language knowledge as a means of cross-cultural communication.

To be able to use effectively different languages in different communication situations and kinds of activity taking into consideration the professional needs is very important for solution of real practical tasks in various spheres of professional activity. Consequently to achieve success in cross-cultural communication one should know foreign languages as a system of phonetics, grammatical, vocabulary units as well as culture, traditions, the background knowledge of the nation, the language of which is used in the process of cross-cultural communication. The background knowledge has a special meaning in cross-cultural communication as it presents the experience the person gets through his life. Stevens defines background knowledge quite simply as «what one already knows about a subject» [7].

For example, to read historical books in a foreign language about other nation and understand them would be easier for the reader with background knowledge who has already got such information before in comparison with a person who does not have it. Thus, we can say that more background knowledge about theme of the text the reader has the better understanding of the text is. Background knowledge seems to be the storage in which information is gathered and remembered. So it helps the speaker to catch the message send and react to it in the process of communication accordingly.

The main obstacles people can face in cross-cultural communication are national linguistic terms such as proper names (onomasiology), geographical names, and names of different places which express the history, traditions of inhabitants and the peculiarities of their language (toponyms) [3]. Phonetics is one of the ways to remember the pronunciation of name of a place and pronounce it in your own language. Phonetic rendering the geographic name in your own language forms similar approximation.

In conclusion, it is vital to mention, that onomasiologic awareness has been proved to be important background knowledge for training interpreters and people taking part in cross-cultural communication. Toponymy gives the information about important historical facts of a place, traditions of inhabitants and their names, peculiarities of their native language.

In spite of the importance of onomasiology for students who are trained to use a foreign language professionally and for those who probably will deal with cross-cultural communication, this aspect is not included in the course of training. Nevertheless, people participating in cross-cultural communication should pay attention to onomasiologic awareness as it would be rather helpful in their professional activity.

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