

and intensive cooperation in the area of science and engineering which requires development of both written and oral communication skills in native as well as in a foreign language.

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CORPORATIVITY: MODERN ORGANIZATIONAL COMMUNICATION

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Organizational communication is a special type of communication a certain organization administration undertakes for the exchange and the transmission of important information to a large number of people both inside and outside the organization. Organizational communication is necessary for effective management, taking right decisions, coordination and control of the company [5].

In modern Russia corporate social pattern becomes more and more popular. Corporativity is a new type of social interaction and coordinated communication.

In the presented paper corporate communication is understood as a particular type of organization and official communication, which reflects the interests and peculiarities of corporate organization (corporation). For example, if the corporate edition is called «corporate», it is clear that the company is democratic and creative. If an organization is serious and having strong reputation, it is usually displayed in the media. Corporate edition is an opportunity to create an information space in the organization. Through the magazine bosses notify their employees about the plans for the future. They express their point of view on what is going around, the priorities in work. Thus, the company's corporate spirit and values are revealed by this concept. Therefore, McDonald Corporation has a set of corporate rules and standards to follow. They are called «Bible McDonald's» and define the basic principles of communication and behavior in the organization: culture, quality, purity, availability [6].

Russian «Sberbank» Corporation is known as an open, creative, and serious organization. Openness and accessibility for everyone are traditional for this organization. It can be seen in its new program «Crowdsourcing» that is an open dialogue of the bank with the community. It aims at providing the opportunity for everyone to prove and change the life to the best [7]. A well known program «THANKS FROM SBERBANK» creates an image of a polite and respectful organization. It communicates the idea: «Thank you for the fact that you trust us. Thank you for choosing us to manage your finances. Thank you for staying with us for many years». Here the repetition of the words «thank you» promotes the expression of gratitude and modifies a person's desire to work or collaborate with this organization [7].

Thus, corporation communication within the corporation is carried out in different ways. In this regard, one can distinguish different corporate communication genres. A corporate genre means the whole complex of genres that reflect the collective values and beliefs, reflecting the interpersonal relationships within the company, aimed at uniting the collective [2].

On this basis, it is possible to identify three types of genres:

1) *media genres*, which include: a) corporate publications aimed at informing the staff members about the company's current events; b) corporate websites where everyone has the opportunity to read about the news, achievements, actions, orders, etc.; c) the Internet portals; c) the Intranet;

2) *entertainment genres*, among which: a) corporate events (contests, corporate parties, corporate weekend programmes, creative competitions, welcome days, corporate out of door activities, etc.) aiming at uniting the collective; b) progress review; c) corporate greetings devoted to different occasions, where the corporate values are transmitted;

3) *educational genres* such as: a) corporate training and b) training seminars, where the laws and norms of behavior in the organization are repeated and fixed.

When analyzing the linguistic means used by the most successful Russian corporate publications it is obvious to come to the conclusion that they are aimed at uniting the team and demonstrating their social significance. As a rule, the company assumes responsibilities for its employees, partners, customers and environment. The idea of corporativity is very often promoted by using the pronoun «we» [1].

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.

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CROSS-CULTURAL COMMUNICATION

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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;