 − if stereotypes are repeated and increase certain wrong beliefs and expectations until people begin to associate them as true;

 − if the stereotype is based on half-truth or some misrepresentations [4].

In the 50th years of the XX century the hypothesis concerning the amount of true knowledge and false information in stereotypes was put forward. It is also known as the so-called hypothesis of «grain of truth».

The fact is that it goes without saying that the intergroup relations influence stereotypes. It is the nature of the relationships: cooperation or competition, dominance or submission. These determine the content and degree of stereotypes being positive or negative.

Practice of cross-cultural communication shows that people keep the stereotypes even if reality and their life experience contradict them. Therefore, in a situation of cross-cultural contacts it is important to be able to manage effectively with stereotypes, i.e. to know and use them, and also to be able to refuse them if they don't fit the real situation of communication.

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## COLLABORATION IN MULTICULTURAL BUSINESS TEAMS: CHALLENGE OF EMPLOYEE ADAPTATION

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Taking a new job, an applicant is involved into a system of professional and social-psychological relationships which exists in a particular company or enterprise. The process of efficient interaction in a business team requires for an employee to acquire a new social role, learn values and collaboration norms existing in the workforce environment as well as define his/her collaboration approach in accordance with company aims and objectives. Thereby, the employee is to conform his behavior to company rules and regulations.

Adaptation pertains to the process of an employee getting accustomed to an unfamiliar household and social environment. Applying for the job, an applicant pursues his/her own aims, realizes needs and has his own values and behavior principles. Bearing in mind these considerations he imposes requirements to a chosen company and working conditions offered by it. The company or a firm considering its aims and objectives, specifies employee's competences and determines expected employment behavior. Meeting mutual requirements, an employee and management team interact and suit the style of each other, as a result, adaptation takes place. Thus, adaptation in a workplace is a two-way process which occurs between a worker and a social environment which is new to him [2].

More often professional adaptation is referred to as an employee occupational involvement, introduction to conditions and standards of efficient labour. However, adaptation can hardly be regarded only as acquiring a set of technical and professional skills. This process also implies a new worker's accommodation to work environment while getting acquainted with norms of behavior, values which are relevant for a team, thereby, building collaboration relationships which result in productive and efficient efforts in business to the satisfaction of the demands of staff members [1]. The present day reality proves that this aspect of the problem causes the most important hardships in the workplace and can be crucial to wellbeing of a multinational (e.g. multicultural) company.

As globalization eliminates borders, it has made communication between world economies and workers part of many businesses. Multinational companies continue to expand in new territories. A multicultural workforce can offer benefits such as a broader range of perspectives and a greater ability to compete in the global marketplace. Under these conditions effective working in a multinational team of experts for a company which conducts business on an international scale implies understanding the differences between cultures, particularly as they pertain to commerce, communication and personal interaction which are the key to adaptation to diverse cultural setting. New territories, employees and businesses require management and staff to be trained in understanding, working with and managing foreign markets and employees, thus contributing to culture sensitivity of coworkers and business partners and cultivating good business relationships.

"Cultural sensitivity" means being aware and accepting of the differences that exist among people with different cultural backgrounds. Being culturally sensitive enables a person to approach interactions with people from different cultures in a respectful manner, both in workplace and interpersonal interactions. In a diverse workplace, companies need to promote a culture where people tolerate unique and varying views of people from many cultures.

Cultural sensitivity skills are important for the employees to function cohesively as a team that is respectful and courteous to each other regardless of cultural differences. Employees who regularly interact with outside business clients, many of whom may have diverse backgrounds and heritages are supposed to possess cultural sensitivity skills, since it can turn out that one isolated instance of cultural insensitivity can damage the organization.

Cultural sensitivity skills can include assessing different cultures, how they should be properly approached and how to communicate accordingly. Skills may also include evaluating how certain cultural differences can affect how people work, and how to value differences so that discrimination and harassment, either intended or not, do not occur.

In general, cultural sensitivity skills can encompass a wide array of abilities, depending on the diversity of the employees and clientele and how culturally sensitive the company's management wants employees to be. Typically, though, these skills may include an ability to at least build a functioning professional relationship with others, communicate in a respectful and polite manner according to which culture you are conversing with, and possess an ability to overlook cultural boundaries and interact on a regular basis for the good of the company. For example, in some cultures it is considered customary to greet one another with a hug. If you are doing business in a culture such as this and you greet your business client with a handshake instead of a hug, your client may be offended [8].

Cultural sensitivity is extremely important, and companies cannot afford to make mistakes that can be perceived as cultural intolerance. Some organizations even go as far as to offer initial or ongoing training for employees on cultural sensitivity.

According to [3, 5] cultural or intercultural sensitivity, as one may imply, can be developed through various stages that a person may experience from having an ethnocentric orientation (avoiding cultural difference) to a more ethnorelative worldview (accepting cultural difference).

Ethnocentric stages of intercultural sensitivity include denial, defense and minimization. At the denial stage of cultural sensitivity, people do not recognize cultural differences and experiences. They believe their culture is the only "real" one and they tend to interact in homogenous groups and to stereotype everyone else.

At the defense stage of cultural sensitivity, people recognize some differences, but see them as negative because they assume their culture is the most evolved, the best one.

Individuals at the minimization stage of cultural sensitivity are unaware that they are projecting their own cultural values. They see their own values as superior. They think that the mere awareness of cultural differences is enough. These people think we are all the same because we are more similar than different and, in the end, we all have similar physical, biological, psychological needs. They think they are wonderful because they see people as people but they are actually denying the influence of culture in every person's experience.

Ethnorelative stages of intercultural sensitivity encompass acceptance, adaptation and integration. At the acceptance stage of cultural sensitivity people are able to shift perspectives to understand that the same "ordinary" behavior can have different meanings in different cultures. They may not agree or even like the differences they observe but they are interested in finding out and learning about another culture. They are able to identify how experiences are influenced by one's culture.

Individuals who are at the adaptation stage of cultural sensitivity become more competent in their ability to communicate with other cultures. They can evaluate other people's behavior from these people's frame of reference and can adapt behavior to fit the norms of a different culture. People seamlessly interact with others from different cultures by following the norms of that culture. They feel that they can respect their own values while adapting to the values of other cultures they interact with. They use empathy effectively. For instance, people who bow at the right time when interacting with Japanese clients or naturally expect their Mexican guests forty-five minutes after the scheduled start time of a party.

People who are at the integration stage of cultural sensitivity are able to shift easily from one cultural frame of reference to another. They develop empathy for other cultures.

Language, customs, mannerisms and etiquette are among the factors that influence someone's level of cultural sensitivity. Diplomacy, tact, understanding and awareness are all important aspects of cultural sensitivity because culture can be a "fulcrum of conflict" [4]

With the globalization of business, increased diversity in the workplace and multicultural emphasis in society, cultural awareness has become one of the most important business tools in almost every industry. Understanding the cultures of those around you will enhance communication, productivity and unity in the workplace. Formal cross-cultural awareness training is very helpful for problem solving on multicultural business teams, First, they make employees more culturally aware and sensitive; this facilitates a more positive working environment and efficiency in cross-cultural teams. Employees are better able to understand the communication style of their coworkers and work with them easier due to their cross-cultural training. In addition, companies are able to ensure that their brand's reputation is maintained when doing business abroad, as they have taken steps to be culturally sensitive, which can help in avoiding costly marketing errors [7]. However, there are several cultural awareness techniques an employee can use himself in the meantime:

• Cultural Knowledge. One of the easiest ways to understand multicultural coworkers is by researching cultures in your free time and increasing your cultural knowledge. Reading books and searching the Internet are the most accessible sources of relevant information. Although you might not ever put to use most of the knowledge you accrue, you will still be able to better understand those you work with and international clients.

• Put Cultural Knowledge to Use. If you learn something interesting about a coworker's culture, ask about it or mention it in a relevant situation. This might seem uncomfortable at first, but your coworkers will recognize your effort to educate yourself. Using acquired information as it comes up will serve to break down multicultural barriers, help everyone on your team to be more comfortable around each other and teach others about different cultures.

• Listen Up. Effective listening is something that most cultures have in common. Listen to your coworkers actively, displaying positive body language and affirmation during the listening process. Listening intently allows you to read between the lines, pay attention to the way your coworkers say things and ask questions if anything is unclear. They will recognize your willingness to listen and appreciate being asked to explain an unclear point.

• Overcome Stereotypes. Stereotypes and preconceived ideas are difficult to overcome, especially if they have

been part of your thinking since childhood. Educate yourself about as many different cultures as you can and treat everyone the same. Your knowledge of their culture will give you the confidence you need to overcome the stereotypes that have been engraved in your memory. This newly found knowledge will replace your negative stereotypes with positive knowledge [6].

Cultural diversity can provide distinct competitive advantages in the world of small business, and all business owners can benefit from employing proactive human resources strategies to build a culturally diverse workforce. Hiring culturally diverse employees is only the first step, however. To fully leverage the benefits of cultural awareness in the workplace, companies must actively promote diversity awareness among all employees.

Cultural awareness and cultural sensitivity are achieved when all employees in a company can appreciate the benefits of cultural diversity. The numerous benefits of cultural diversity stem from the fact that people from different cultures bring different perspectives to the table, introducing new ideas, perspectives and personalities into strategic planning processes and workplace activities in general. A culturally diverse and aware workforce can create a company culture of mutual respect and dignity, garnering a reputation as a fair employer in the job market.

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## THE MAIN LINGUISTIC AND STYLISTIC FEATURES OF YOUTH SLANG IN THE MODERN ENGLISH LANGUAGE

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Modern world is known to be on the rise. And language is on the rise together with the modern world. It is believed that events, happening in society, have an effect on language. It was proved that these events introduce a lot of new phrases and expressions to native speakers' vocabulary. Being a means of communication, language can tell a lot of its native speakers, it can present culture and history of the country.

The English language is known to be divided into two different languages. They are the Standard language and slang. Slang is proved to come to be a very large part of English [4]. Young people use slang in their speech very often, and that is why it is not allowed to ignore this fact.

The aim of this paper is to study youth slang. We'll try to investigate the main linguistic and stylistic features of this social phenomenon.

It is known there are different approaches to the etymology of the term "slang" [1]. The thing is that firstly the word "slang" appeared in Great Britain in oral speech, but by the end of the 18-th century this word is known to appear in written speech. If in oral speech this word had a negative meaning "insult", in written speech it received an increased meaning "colloquial language".

Nowadays there are a lot of definitions of slang, but we can use the following one given by Webster's "Third New International Dictionary": slang is "the jargon used by or associated with a particular trade, profession or field of activity" [5]. According to the definition, slang can be used in speech of high-educated people of the certain age and profession group.  As it is said before, we are interested in youth slang.

First, we are going to determine the age of people who use youth slang in their speech. It should say that they are young people from 13 to 22. In other words, they are pupils and students. If we ask ourselves why slang has appeared in this age group, the answer will be the following: young people will try to speak so that adults couldn't understand them. For example:

1)  *– I've managed to book the best seats at the theatre for us, this weekend!*
  *– **Wicked!** Thank you. I'm really excited!*
2)  *I know she failed the test, but you've got to **give her props** for trying.*