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## ***ПЕРШИЙ КРОК У НАУКУ***

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## INTERCULTURAL COMMUNICATION IN BUSINESS

Alina Khrapach, *student*; Education and Research Institute for Business Technologies “UAB” of Sumy State University. Group: IE-42

Nelson Mandela said, «If you talk to a man in a language he understands, that goes to his head. If you talk to him in his language, that goes to his heart». This quotation fully reflects how important learning a foreign language is as a way to improve international communication in the globalized world. For example, this skill is very useful when you have a vacation or you need to go to work to another country. The boss tells you have to solve the problem with a foreign partner, but if you do not know how to speak another language how will you complete this task? It should be successful, not a failure. Communicating with people abroad is an integral part of the holiday abroad and only using gestures will be difficult to survive. The great German poet Goethe once said, «He, who knows no foreign language, does not know his own one». That is why in order to understand oneself and environment one has to learn foreign languages.

One of the biggest advantages of English is an opportunity to increase the social circle and make new friends. This is true both on personal and national levels. The English language is very important for the establishment of diplomatic relations between the countries. For example, the Ukrainian President Petro Poroshenko speaks English on summits and the United Nations General Assembly. I am sure this helps him to get his message across better. Knowing a foreign language is not the only requirement for the successful intercultural communication. Nonverbal communication also plays an important role in this respect. For example, if you shake your head in horizontal direction, this means “no” in most countries, however if you do this gesture in India, it means “yes”. Another example is about laughing. It is associated with happiness throughout the globe, while in Japan it is a sign of confusion or embarrassment.

To sum up, intercultural communication plays a vital role in understanding among nations. Mistakes that happen because of the lack of knowledge of another culture may lead to serious consequences. Therefore, respect for other cultures, their traditions, their priorities, all that is connected with them must be present in each person.

Scientific Supervisor- Language Advisor Andreyko L.V.