

BUSINESS COMMUNICATION AND ITS NATIONAL SPECIFICITY (ON THE BASIS OF THE ENGLISH AND GERMAN SPEAKING COUNTRIES)

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Abstract

The ever-increasing mutual interaction and interconnection of the most diverse areas of our planet is reflected in telecommunications, politics, society and the economy. Globalization and the associated transnationalisation play an important part in everyday life for companies. New products are developed, expanded, international companies are formed and, due to the new opportunities that markets in different countries can offer, new regions and new markets have to be explored. Even in a national environment there are a variety of challenges for corporate communication. But when expanding into a foreign market, the problems that have been encountered in communication in the domestic market are multiplied. Different languages and cultures require new strategies to survive in the international arena in the long term. New language and cultural areas are particularly important for the sociable and communicative work of organizations. The significant increase in complexity of business communication in recent years has determined the relevance of the topic of this study. Interacting with representatives of other cultures, people often face serious differences in social and moral norms of behavior, attitudes to work, which can cause misunderstandings and lead to conflicts, confrontations and disagreements that can result in financial and reputational losses. The main reason for all such failures is a person's understanding of the interlocutor through the prism of his or her own culture. Avoiding conflicts will help to study the cultural peculiarities of the country with which business relations are to be built, as well as to develop certain behavioral strategies in relation to representatives of these countries. Of primary importance in the business environment is, first of all, successful interaction, business communication, which is a complex and multidimensional process of development of contacts between people in the official sphere. It is characterized by the presence of formal status of the subjects of communication, compliance with professional ethical principles, as well as established restrictions determined by national and cultural traditions. In order to avoid various conflicts and misunderstandings when establishing intercultural business communication, it is necessary to previously be aware of the norms and traditions of business communication of the country, which is being represented by the partner. The objective of this article is to consider the concept of "business communication" and to study the specificities of intercultural business communication on the basis of English- and German-speaking countries

Keywords: business communication, intercultural communication, business communication, national specificities, successful interaction, national culture, norms of business communication, traditions.

1 INTRODUCTION

Business communication, as the term implies, occurs in a business environment, namely between representatives of different organizations, corporations, individual businessmen. This environment has its

own rules and customs related to corporate culture. On the one hand, these rules and customs make communication within the organization more efficient and productive, and minimize the possibility of conflicts, but on the other hand, misunderstandings may arise among representatives of different companies against this background [4, p. 143-144]. Proceeding from this we can say that business communication plays a significant role in management, entrepreneurship and in the life of organizations in general.

2 METHODS

In the framework of this research the following methods were used: 1. *Theoretical methods* related to the study of literature, namely, such methods as, compiling a bibliography, it is a list of sources selected for the work in connection with the problem under study; abstracting, that means a concise transcription of the main content of one or more works on a common issue; outlining, it is the keeping of more detailed notes, the basis of which is the highlighting of the main ideas and provisions of the work; annotating, which means a brief record of the general content of the book or article; quoting, which is a verbatim record of expressions, factual or numerical data 2. *Theoretical analysis* means the highlighting and consideration of particular aspects, signs, features, characteristics, properties of phenomena. Analyzing individual facts, grouping, systematizing them, we identified the common and special in them, established a general principle or rule. The analysis accompanied by synthesis helped to penetrate into the essence of the studied phenomena. 3. *Inductive and deductive methods* are the logical methods of summarizing of empirically obtained data. With the inductive method, we assumed the movement of thought from private judgements to a general conclusion, with the help of deductive - from a general judgement to a private conclusion. 4. *Comparative method*, which allowed us to establish similarities and differences between objects and phenomena. 5. *Analysis and synthesis*. Analysis enabled us to find out what parts the object under study consists of, what its features are, and synthesis enabled us to connect the parts obtained during analysis into something whole. As a result of which there was a connection of knowledge obtained during the use of analysis into a unified system. 6. *Research and summarizing* (generalization) the experience of scientists aimed at analyzing the state of practice, identifying best practices.

3 RESULTS

P. Lesikar considers business communication as an activity or process that enables people to work together [16, p. 9]. M.S. Userina finds the purpose of business communication as "coordination and unification of people's efforts in order to establish relations and achieve a common result" [13, p. 6]. Business communication by B.Z. Zeldovich is a process of "interrelation and interaction, where there is an exchange of activities, information and experience that involves the achievement of a certain result, the solution of a particular issue or the implementation of a certain objective" [5, p. 15]. In G.V. Borozdina's understanding, business communication should be defined as "a process of interrelation and interaction, with the exchange of activities, information and experience that involves the achievement of a certain result, the solution of a particular issue or the implementation of a certain objective" [2, p. 37]. In our opinion, the disadvantages of the above definitions include the breadth of their content. Almost any type of communication can fall under these definitions, because, firstly, communication itself is a process of establishing contact necessary for joint interaction, and secondly, achieving a common result or a certain goal, solving a particular problem can be the goal not only of business communication. The purpose of any communication, in our opinion, is to convey one's own position, to convince of one's rightness. The most acceptable, in our opinion, is the interpretation of business communication proposed by M.V. Makarova, who defines business communication as a complex and multidimensional process of development of contacts between people in the official sphere [8, p. 55].

The essential difference between business communication, as it is stated in the literature, and any other communication, for example, personal, is the presence of formal status of the subjects of communication, the norms of which are defined by society [13, p. 7]. At the same time, B.Z. Zeldovich's statement that relations in the business sphere are regulated by ethical norms, human concepts of good and bad [5, p. 4] is controversial. Ethical norms, according to the author, are the basis, the foundation of society, and communication as a process of interaction between its members cannot be prosperous, if interlocutors do not observe the established norms, it can cause a conflict and even isolation from society. Thus, ethical norms regulate any communication. It is important to clarify the point made by M.V. Makarova that in business communication one monitors the observance of professional ethical principles, as well as the established restrictions determined by national and cultural traditions. In any situation of official contact, in the author's opinion, "written" and "unwritten" rules of behavior are observed, and the accepted order and form of treatment in office, from the point of view of this researcher, is called business etiquette. It is aimed at developing rules that promote the establishment of mutual understanding between people [8, p. 55].

We support the researchers' point of view stating that the process of communication can be effective if it consists of the following stages:

- establishing contact (familiarisation). At this stage the partners are introduced to each other;
- orientation in the situation of communication, comprehension of what is going on, endurance of a pause;
- discussion of the problem of interest;
- problem solving;
- completion of the contact (exit from it) [8, p. 56].

Thus, we can state that business communication arises for the purpose of solving problems in some kind of activity, production and image creation. The parties of business communication have an official status, which sets them norms and standards of behaviour. It manifests itself at different social levels and in different forms. A distinctive feature of business communication is the absence of self-importance, because it is not an end in itself, but serves as a means to achieve goals.

On the issue of types and forms of business communication, as we found out in the course of our research, there is no consensus in the scientific environment. Thus, discussing the types of business communication in financial organisations, Bulgarian scientist and researcher of psychology and sociology of work K. Ramchev distinguishes two main types - internal and external communication. Internal communication takes place within an organization between its employees. External communication actually involves the establishment and maintenance of organizational relations with representatives of other institutions, legal entities or individuals. The researcher subdivides them into national and international [16, p. 17]. G.V. Borozdina refers to the following types of business communication:

- by time and place of communication, official and non-official business communication are distinguished. The first one means interaction of people carried out during working hours and within the limits of their organization. (At the same time, the concept of "business communication" is broader than business communication, as it includes the contacts of employees and owners-employers; it takes place both in organizations and at a great number of business receptions, seminars, exhibitions, etc.) Non-official business communication happens outside the organization, but in its interests: business trips of managers and employees, conferences; contacts with allied companies, suppliers, competitors, consumers of products, etc.);
- business communication is divided into direct (direct contact) and indirect (spatial and temporal distance between partners). Direct business communication has greater efficiency, the power of emotional impact and suggestion than indirect, as it directly operates socio-psychological mechanisms that have a certain effectiveness: suggestion, contagion, imitation, empathy, involvement, conformism, etc..;
- by means of implementation business communication is divided into verbal (verbal) and non-verbal: the means of information transfer are gestures, facial expressions, looks, postures, intonation, etc..;
- business communication can be formal and informal in nature and content. The first one is carried out on a mandatory basis in the process of official professional activity on the basis of official governing documents: laws, resolutions, orders, instructions, instructions of the management, etc. The second one is usually carried out in the process of professional activity. The second, as a rule, operates within the organization on the basis of voluntary participation and is regulated by the norms and criteria of morality, ethics, rules of life, collective traditions and values;
- by target orientation there are specific types of business communication, which are common for managers of different ranks: professional, pedagogical, educational, creative, sports, etc. [2, p. 37].

Business communication as a diverse phenomenon has various forms that manifest themselves in practice. According to M.S. Userina, these are:

- business conversations;
- business negotiations;
- business meetings;
- business correspondence;
- organizational and technical communication (computer, fax) [13, p. 17].

L.G. Titova adds four more forms to those presented above:

- press conference;
- public speech;
- presentation;
- discussion [12, p. 68].

Communication, as it has already been mentioned, is of great importance for entrepreneurship and business, as it is an integral part of any entrepreneurship and business. It does provide a unique opportunity for managers, entrepreneurs and business people to fulfil their plans, avoid redundancy of functions and unnecessary activities, as well as to coordinate efforts, share knowledge, report on work done and progress made, and solve problems. Communication helps employees and workers to build the necessary relationships with individuals or companies, people or entire companies outside the organization.

Intercultural business communication can be difficult due to cultural differences. In order to avoid conflicts or misunderstandings, you should be aware in advance of the business communication norms of the country with which you will be communicating. In this context, we will look at English, North American and German business communication.

1. English business communication. Such qualities of an Englishman as business, politeness, respect for property rights, honoring traditions, law-abidingness are known all over the world. They also affect business communication. The English are very reserved, tend to be reticent, meticulous, try not to show strong emotions, that business partners often wrongly assume them as reserved and prim. The English are very independent and try to avoid discussing any personal moments in conversation, as they consider it an interference in private life. They do not like to socialize with unfamiliar people. At the same time, British residents appreciate the ability to listen very much. They can silently, patiently, without objecting, listen to all the arguments of the speaker, which foreigners often mistakenly perceive as a sign of agreement. A positive aspect of this cultural feature of the English is their calm attitude to silence, so it should not be feared in negotiations. At the same time, the English show a careful attitude not only towards words, but also towards money and emotions. It is worth noting that speaker's excessive expression of emotions causes displeasing.

In communication with them it is important to observe punctuality, but you should also be ready to observe the slightest formalities. It is impolite to address an Englishman on "you" or by name without his permission. The procedure of acquaintance is also subject to formalities, which are strictly observed. Handshakes are exchanged only at the first meeting. It is considered to be bad manners to talk about business at the end of the working day.

As it turned out in the course of this research, the British spend little time on the preparation of negotiations. Due to their pragmatism, they believe that it is the negotiating partner's position that can determine the final decision. They are quite flexible and willingly respond to the initiative of the opposite party. The English are able to listen to the interlocutor, but firmly support their position. At the same time, they traditionally try to avoid conflicts and sensitive issues in communication. You can rely on the English honest word. Excessive talkativeness of the conversation partner irritates them, because British believe that they are imposed another's position [9, p. 54]. Before starting negotiations, it is necessary, at least in general terms, to study the market, price dynamics, as well as to obtain information about the firm to work with and its employees.

It is better to start negotiations with distracted topics, for example, talk about the weather, sports. You can win the favor of the English partner by showing that human values are no less important to you than business, that you respect the British people and their ideals [11, p. 23].

Traditions, as it turned out, prescribe the British to be restrained in judgements, not to be overly categorical, not to bring personal life into the business world. They value honesty, humor, observe strict rules of etiquette, always adhere to official rules [9, p. 54]. The English attach importance to the duration of the contact period with a business partner. They are even ready to conclude a deal with a small benefit for themselves if they have long contacts with this partner, and even better, if these contacts are supported by friendship [11, p. 23].

2. North American business communication. The North American business culture is characterized by strongly individualistic traits. The Americans are oriented towards a strong personality, striving to make single-person decisions. Hence, such qualities as high business activity, intense competition, the desire to exceed competitors, self-confidence, and risk-taking tendency naturally follow. It should be taken into account that in business relations the Americans have a clear hierarchy and discipline. The rule of law, which

is so respected in North America, affects business, the Americans prefer to solve any conflict situations in court. However, in informal communication they smile, they are attentive, simple and open, happy to discuss hobbies and family [9, p. 52]. As the sources testify, is not worth discussing politics and religion at the table, as the USA adheres to puritanical views. One should bear in mind the special attention of the Americans to their health, which is manifested in the limited amount of alcohol at the table. Business receptions in the USA are not very long, and at the end of them the participants can continue negotiations in the bureau [3, p. 32].

In the practice of business communication, as some authors note, the Americans have introduced elements of democratism and pragmatism. Pragmatism is manifested in the fact that they concentrate on the issue under discussion, and when concluding a contract, the topic of discussion is bound to be the smallest nuances, ways to retreat. Residents of North America do not like too strict official atmosphere. However, they can confuse the partner with their assertiveness and seeming aggressiveness, which is a consequence of their egocentrism. At the same time, they often believe that the conversation partner must necessarily be guided by the same principles as they are [9, p. 52]. Negotiations in America, as a rule, are conducted openly and directly at the negotiating table, rather than on the sidelines or in private conversations. Only after the contract is signed by both parties, it comes into legal force. The Americans prepare for the negotiations. They believe that it is better to have an outline so that during the negotiations they can be discussed and amended [1, p. 235].

It should not be expected that a non-professional is involved in the negotiations. If the negotiator holds this position, it means that he/she is competent enough. The incompetence of a business partner noticed during negotiations will embarrass an American [21, p. 52].

In North America, as we found out in the process of our research, it is not acceptable to be late for a planned business meeting, it is better to arrive a few minutes in advance, as it is considered bad manners to make busy people wait for themselves. If an American has to wait for someone, he/she will not show impatience or displeasure. The party in whose office the negotiations take place has the advantage. If one of the partners does not intend to give each other such an advantage, the best way out is to schedule a meeting on a neutral territory [1, p. 267].

Americans do not accept delays, they are relatively independent when making decisions in negotiations, they are very persistent, and they like to bargain. When negotiating with the American side, it is necessary to state who you are, what you do and why it is favourable for your partner to negotiate with you rather than with other firms. If this is not made clear, the Americans will prefer not to waste time trying to figure out your advantages. It is easier and faster for them to search for another company that knows everything about you.

The best thing to do, as mentioned in the books, during negotiations is to focus on the goals of the American representative and the help you can provide in achieving them. If these proposals are real and concrete, the American will definitely be interested in the proposal [7, p. 227]. The main characteristic features of business communication of Americans, as it turned out, are the intention to be brief and to solve issues to everyone's benefit, businesslike, friendly, polite of all participants. Important matters can be handled by telephone, fax, e-mail [1, p. 233]. The philosophy of all American business, as R.D. Lewis rightly notes, can be characterized as follows: to earn more money in a very short time, to make all possible efforts and even power [7, p. 227]. At the same time, the Americans themselves tell the truth and trust the person they are talking to, as they do not expect the interlocutor to deceive them [1, p. 197]. An important feature of American business communication, according to some authors, is that the Americans trust oral agreements [1, p. 197].

The Americans like to be in a team where even, friendly relations are accepted. Asking others for help is not favored; it is perceived as a sign of weakness. You may ask a colleague for help or advice, but only if it is part of your job description. You should thank them for their help or advice.

Informal communication is usually used between colleagues. Americans like to joke with each other, and addressing the president of the company by nickname does not reduce his authority, but, on the contrary, makes the atmosphere friendlier. Scandals at work are not welcome. Colleagues greet each other in the morning, sometimes have lunch together, but may also leave at the end of the working day without saying goodbye, which, however, is not perceived as a bad tone, it is assumed that a colleague could be late for the bus or train.

Democratism in communication between colleagues in North America is manifested in the fact that at regular staff meetings, any of the employees can make a suggestion, and they will not hesitate to do so. Specificity, conciseness and clarity are important. If the proposal seems interesting to the manager, he can ask for more details [1, p. 234].

At the job interview, as it is proved by references, it is necessary to observe a number of requirements. It is necessary to keep an official style in clothes, to come to the interview 15 minutes in advance, to greet the interviewer with a handshake. When communicating, look directly into the eyes, smile moderately, do not put your foot on your foot and do not cross your arms. In the U.S., it is recommended that you demonstrate confidence when talking about your speciality and a clear knowledge of your goals. You should not mention the names of your acquaintances, be overly interested in the amount of your salary, or emphasize your desire to work for a short period of time. Racial, religious, national, gender identity or physical disabilities are not reasons for refusing to work in America [1, p. 234]. Organizational skills, rather than specialist knowledge, are valued at the position of a manager. Personal results, achievements, ambitions, hard work are the key to a successful career in North America [9, p. 52].

The Americans are sociable, easy to get in touch with, but this should not be interpreted as a sign of special favor with you, they are "equally sociable with everyone ". In communication they are open, sincere, easy, without ceremony, emotional, direct. They prefer to discuss issues openly, without reticence, and show everything directly, in the face, without trying to spare the partner. However, Americans are not always ready to accept the fact that the interlocutor may have a different view of the problem. As the researchers write, Americans show little curiosity about the concerns of others, are uninformed and know only their own narrow field, in which they prefer to communicate on a professional level. At the same time, they demonstrate a high degree of tolerance in communication, listening to each other and not showing aggression [1, p. 194-199].

In the course of our research we learnt also the fact that the Americans try to always demonstrate benevolence and radiate optimism: "an American should always be in a great mood and should always show it to everyone". They do not like when there is a pause in the conversation and always try to fill it with "casual chatter". And the topics for conversation can be diverse: weather, books, films, social life [1, p. 196-197].

It should be marked that the physical contact is not a specific feature of American culture. When meeting, men can shake hands, but this does not always happen. It is also allowed such a form of contact between men as patting each other on the shoulder, and other forms of contact are possible in friendly communication, such as patting on the back, friendly hugs when meeting or saying goodbye. In a business environment, men always shake hands when meeting each other. And a handshake should be strong, a weak handshake is considered a sign of weakness. Recently, women have also started to shake hands. As a rule, in business environment, it does not matter whether the first person to shake hands is a man or a woman, it is not recognized as a privilege.

In the USA, a person has to smile during a conversation. Smiling is used by Americans to demonstrate:

- goodwill towards someone they are talking to;
- politeness in communication;
- appreciation [1, p. 269].

In the Western world, according to some authors, a smile is also a formal sign of culture [1, p. 270]. Moreover, unlike Russian culture, where a person in a high public position must necessarily look serious, in American culture a smile is an indicator of success. Therefore, a candidate for a high position demonstrates with a smile that he has money, success, and his conscience is clear. The Americans do not gesticulate as actively as Russians do. There are gestures that coincide and that differ in meaning from those accepted in Russian culture [1, p. 271].

Respect for the conversation partner is expressed by restraint, friendliness, minimal gesticulation, keeping a sufficiently large distance. It is not common to show respect to a woman by giving her a coat or helping her get out of transport by giving her a hand, while opening the car door is a sign of respect. It is also considered a sign of respect, if an American cooks something for the table himself/herself, rather than reheating a half-finished product. Invitation to enter the house and to see it, shortening the distance of communication, telling about personal problems and loud laughter - all these are a demonstration of respect.

At work in North America it is customary to wear formal clothes, business women even in hot weather are expected to wear a suit, tights and shoes, very little jewelry is worn. When eating, you must keep your hands on the table and it is considered indecent to lean heavily towards your neighbor. Expensive clothes are a sign of status. But in an informal setting, one can relax. In business communication it is customary to be able to communicate competently. Therefore, special training in the principles of effective and competent communication is provided for those who work with people [1, p. 272-276].

3. German business communication. European business culture is much older than American business

culture. Certainly, both of these cultures have common features, because the American culture was not formed in isolation, and the USA itself was settled by migrants from different European countries, bringing their culture to the new continent, where it was merged with others.

As for German business communication, it is characterized by the famous German love to order, discipline, punctuality, frugality and thoroughness. In business communication everything should be strictly official, including dress. The date and place of the meeting are necessarily negotiated in advance, which can be made by phone, and changes are perceived without enthusiasm [9, p. 53]. Germans attach importance to time, they have everything clearly and pre-planned, both visits to friends and business meetings.

Information should be provided accurately, detailed and complete, there should not be any disputable moments and inaccuracies in it. Germans expect justification and details. And concreteness and order should be absolutely in everything, both in the particulars of the case under discussion and in the documents on the table [10, p. 99]. Germans value professionalism in a specialist, first of all [9, p. 53], that is why one should not be surprised if German representatives change their former partner for another one. After all, the main requirement is to ensure professionalism [10, p. 99].

German culture, as it turned out, is dominated by individualism and the male principle. Such a combination of value attitudes causes, first of all, the desire of members of German society for independence and leadership, the competition mindset. The head of a German company expects individual responsibility and initiative in solving issues from his/her subordinates. Strict adherence to rules and requirements in the German business culture is explained by the Germans' desire to avoid mistakes, unnecessary development of events and, thus, to minimize all risks. Unexpected, unplanned situations usually cause irritation and even stress among German citizens.

One of the ways to organize business relations with German companies is through business correspondence, where offers of cooperation can be made. Agencies and intermediary firms can help in establishing business relations [15, p. 163].

When addressing, the title of each speaker should be mentioned, starting with those in a higher position. If the title of the partner is unknown, the phrase "Herr Doktor!" can be used, as the word "Doktor" is used when referring to a specialty or profession.

For business meetings, lunch is most often used, during which negotiations should be conducted in German (it is possible to use an interpreter). It is not common to give gifts, but you should be careful about the choice of clothes. At business meetings it is accepted to wear a strict suit and be attentive to the choice of shoes [15, p. 164]. The most likely to attract the attention of a German is those negotiations in which he sees in advance the prospects of solving the task at hand. Germans prepare for negotiations thoroughly with a clear elaboration of their position, the course of negotiations, during which they prefer to observe consistency in the discussion of issues. A characteristic feature of this business culture is the predominance of facts, figures, schemes, diagrams [9, p. 53]. Germans consider unpreparedness a sign of disrespect and lack of professionalism [10, p. 99]. In negotiations with Germans one should be logical in argumentation and precise in presentation of facts, observe consistency. Negotiations on the German side usually involve one or more partners. Germans during the negotiations can be quite tough and often insist on the clear fulfilment of the accepted obligations, in case of failure to fulfil which is immediately stipulated payment of high fines [9, p. 53]. One should also keep in mind that if a German has chosen a restaurant as a place for negotiations, the bills are often paid separately, and political topics should be avoided during negotiations [14, p.21].

In German culture, as we found out in the process of our research, there is a clear distinction between personal and business relations. Therefore, a conflict that has arisen at work will not necessarily continue after the end of the working day, the opponents can even go to a restaurant for dinner together. The word "business" ("sachlich") has an extremely positive connotation in German. Therefore, to be recognized as businesslike by your colleagues means that you will receive a positive evaluation from them. A business person is a person who is objective, open-minded, impartial [6].

4 CONCLUSIONS

As a result of this study, we have come to the following conclusion:

- 1) Business communication is an integral part of any entrepreneurship and business and successful interaction is of the utmost importance in business environment.
- 2) The development of contacts between people in the official sphere is called business communication. Its characteristic features are the formal status of business partners, compliance with professional ethical

norms, and the occurrence of limitations determined by national and cultural traditions.

3) Business communication is a complex multidisciplinary process of development of contacts between people in the official sphere. In order to avoid conflicts, disagreements and misunderstandings when establishing intercultural business communication, it is necessary to acquaint oneself in advance with the norms and traditions of business communication of the country represented by the partner.

4) Having considered the peculiarities of business communication of the inhabitants of Great Britain, North America and Germany, we have found out that:

a) The famous English devotion to tradition is also reflected in business communication. The English strictly follow etiquette, respect the law and property ownership, and are restrained in their communication. At the same time, they are very flexible in negotiations, so they do not consider it necessary to pay attention to careful preparation for them. It should be kept in mind that the English separate business and personal life and value honesty.

b) North American business culture is a culture of individualism and competition. People in the USA are highly entrepreneurial, self-confident, persistent, independent in decision making and willing to take risks. There is a clear hierarchy and discipline in business relationships. At the same time, the Americans do not take too strict official atmosphere, they are sociable, tolerant, avoid conflicts, emotional, trusting and pragmatic.

c) Germans approach negotiations thoroughly, are punctual, disciplined and expect the same from their partners. They appreciate order in everything, so the information presented to them must be clearly arranged, detailed and reasoned. The formal atmosphere of negotiations is strictly kept. Residents of Germany highly value professionalism and insist on strict fulfilment of accepted responsibilities.

Thus, when communicating in the business sphere of communication, it is of great importance to understand what business communication is, to understand the specific features of traditions and to learn the regulations of business communication of those countries where you are supposed to enter into business contact in order to avoid misunderstandings and conflicts.

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