

ABSTRACT

Subject matter: Gender differences in cross-cultural communication.

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Topical Importance: the topical importance is dictated by the need for a qualitative leap in the development and implementation of behavioral strategies in the field of professional cross-cultural communication.

Goals: the consideration of the theoretical basis for cross-cultural communication, the identification of problematic features arising in the course of its implementation by different sex representatives of different cultures, as well as the search for ways to improve the mechanism for conducting cross-cultural dialogues.

Tasks:

- to reveal the concepts of cross-cultural and professional cross-cultural communication, to identify the differences between them;
- to study gender features of speech behavior;
- to study linguacultural aspects of gender differences in different cultures, namely: in English, German, French and Spanish;
- to analyze communicative behavior of men and women of the above mentioned cultures in the process of professional cross-cultural communication;
- to reveal specific skills in cross-cultural communication and clarify the recommendations for their application in conditions of gender differentiation.

Theoretical value: the ideas about the influence of gender peculiarities on the processes of (professional) cross-cultural communication have been expanded. The analysis of features of a complex of elements of speech behavior affecting the emergence of the prerequisites for the successful modeling of behavioral strategies by participants in cross-cultural dialogue was carried out. Analytical data can serve organizational and prognostic purposes.

Practical applicability: created as a result of the research, the product can be used in the work of specialists in cross-cultural communication, confronted in their professional activities with problems of misunderstanding and conflicts in the process of cross-cultural communication. Practical part of the research work can be used both by students in professional cross-cultural communication and by its specialists with the purpose of expanding and deepening the theoretical base in this field of knowledge, as well as further development of educational material in this field.

The results of the research: We have revealed theoretical grounds for (professional) cross-cultural communication and gender, discovered specific problems in the process of cross-cultural communication by different sex representatives of different cultures, and also offered some practical recommendations and a product aimed at improving the mechanism for conducting cross-cultural dialogues.

Implementation advice: the results of the research can be used in the classes on practical (professional) cross-cultural communication, in the development of teaching materials. The developed product can be included in educational and practical activities on the profiles "Cross-cultural Communication" and "Linguistics" or carried out as an independent event on the basis of an organization (both educational and production).