

ABSTRACT OF THE GRADUATION QUALIFICATION PAPER

Subject of the graduation qualification paper:

Effective cross-cultural strategies in business communication (on the example of Russian, German and Spanish cultures)

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Data on the customer organization:

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Significance of the issues addressed in the research:

The relevance of the research is due to the need to study the choice and use of strategies for effective cross-cultural behavior in the field of business communication. This topic is considered extremely important, since the effectiveness of the outcome of an intercultural dialogue depends directly on the competence of participants and their chosen strategies and tactics of behavior. Thus, mastering the ability to adequately choose and use certain strategic tools when communicating with partners from different countries is of paramount importance for a specialist in the field of business communication.

Goal of the research:

Development of practical recommendations on the appropriate choice of effective strategies for cross-cultural interaction in the dialogue with representatives of German and Spanish culture, based on a theoretical description of the distinctive aspects of business interaction inherent in these cultures.

Tasks:

- Definition of the concept of "business intercultural communication" and its distinctive features;
- description of the processes of enculturation and formation of cultural identity and their role in the process of business intercultural communication;
- conducting analysis of the typology of cultures according to different criteria;
- description of various strategies used in the process of intercultural dialogue, explaining the specifics of their use in the context of business communication;
- description of the professional competence of a specialist in cross-cultural business communication;
- development of practical recommendations on the choice of strategies for effective cross-cultural dialogue in the context of interaction with representatives of German and Spanish cultures.

Theoretical importance of the research:

The theoretical significance of the research consists of the systematization of various data united by the topic of business intercultural communication, coverage of the theoretical state of affairs, both in Russian and foreign literature.

The results of the study are intended to serve as a theoretical basis for further research on this topic.

Practical value of the research:

The practical significance of the research is due to the creation of an innovative product, which has become a natural result of research and analysis conducted in the work.

This product has a certain kind of practical significance and can serve as a methodological basis for developing tactics and strategies for conducting cross-cultural negotiations with representatives of Germany and Spain.

Results of the research:

The results of the research are presented with practical recommendations for choosing an appropriate cross-cultural strategy for business interaction with partners-representatives of Germany and Spain.

These practical recommendations will allow future specialists in the field of professional

intercultural communication to have a kind of cheat sheet, a guide for interaction with representatives of the above-mentioned cultures and will help to form the professional competence of a specialist in the field of business intercultural communication.

Recommendations:

The materials and results of the work can be used as a guide for training specialists in the field of professional intercultural communication, as well as serve as a methodological basis for the development of tactics and strategies for conducting intercultural negotiations with representatives of Germany and Spain.