

**Subject of the graduation qualification paper:**

Exchange of cultural values as the intercultural communication.

**Author of the final qualification paper:**

K.V. Klam

**Supervisor of the final qualification paper:**

A. V. Vartanov

**Data on the customer organization:**

The Institute of Translatology and Multilanguage Studies, Pyatigorsk State University.

**Significance of the issues addressed in the research:**

The relevance of the research is due to the scientific interest to the problem of language interaction, thinking and consciousness, constant change of information transmitted by the mass media, which results in mentality transformation and changes in value orientation.

Thus, it is important to study the cultural diversity among countries for their successful management.

**Goal of the research:**

Overview and define the features of the cultural diversity being of great influence on the perception of the world and their role in intercultural communication.

**Tasks:**

1. Study the problem of cultural diversity.
2. Define effective ways to adjust to a new culture.
3. Study how to overcome culture shock.
4. Compare Spanish and Russian cultural values.

**Theoretical importance of the research:**

The theoretical importance of the research is to substantiate the leading role of the cultural picture of the world and cultural driven discourse strategies, used by individuals in communication, and making sure the cross-cultural communication is successful.

**Practical value of the research:**

The results of the research done have multiple applications including but not limited to design of lectures and seminars on culturology and introduction to intercultural communication. The developed product can be used in successful preparation for the interview.

**Results of the research:**

The experiment examining students' behaviour in overcoming culture shock was successfully conducted and its implications can be used to facilitate people's adaptation to a new culture.

**Recommendations:**

The results of the research done have theoretical and practical relevance to both developing special courses on intercultural communication and future study of Russian loanwords.