

ABSTRACT

Subject matter: The manifestation of the categories of culture «power distance» and «masculinity-femininity» in intercultural communication (for example, representatives of the Russian, British, American and Arabic cultures)

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Information about the sponsor organization: Pyatigorsk State Linguistic University; 9 Kalinin St., Pyatigorsk, Stavropol krai.

Topicality of the research: The relevance of all issues related to culture, acquired currently unprecedented sharpness. Intercultural communication plays an important role in today's business world. Not knowing a foreign culture, you can not succeed in business communication with foreign counterparts.

As a single person can not normally exist in isolation from the others, and no culture is able to fully function in isolation from the cultural achievements of other nations. In the course of their livelihoods, they are forced to constantly refer to the past, or, or the experience of other cultures. The ability to communicate with different cultures, help in avoiding ambiguity in intercultural contacts. In this regard, the study remains relevant categories of «power distance» and «masculinity-femininity», as well as intercultural communication in general.

Tasks of the research: the objectives are

- to identify the contents of the parameter of Culture «power distance».
- to identify the difference between the cultures of the parameter «power distance».
- to analyze the content category of «masculinity-femininity».
- to compare the culture of studied languages – Arabic, British and Russian
- in the parameter «masculinity-femininity.»
- to analyze the expression of these categories in the communication of rep-

representatives of these cultures with specific examples.

– to analyze the expression of these categories in the verbal and nonverbal.

Theoretical significance of this work is to analyze the problems that can arise during intercultural communication with representatives of the Arab countries. And also in the application of cultural approach to the study of intercultural communication and develop a set of measures to improve the process.

Practical significance of the study consists of the ability to use its results and the material in the preparation of lectures, seminars and workshops on the theory of intercultural communication. In addition, the practical application of this work can be used to find ways to strengthen intercultural relations.

Results of the research:

This graduation qualification paper is devoted to issue of the «Power distance» and «masculinity-femininity» in intercultural communication. The work deals with the behavior of people of different cultures during the intercultural communication and beyond.

The author succeeded in fulfilling all the tasks set in the Introduction to the Research Paper.