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***“Сучасні проблеми германського та романського
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Матеріали збірника можуть бути корисними для науковців, дослідників, лінгвістів, аспірантів, пошукувачів, викладачів та студентів вищих мовних навчальних закладів.

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THE WAYS OF SOLVING THE PROBLEM OF THE COMMUNICATIVE BEHAVIOR OF PEOPLE IN ENGLISH-SPEAKING COUNTRIES

Communication is an important facet of life. Communication skills are essential in all spheres of life. Be it an interview or dealing with the project leader or working out a solution with a team or writing a report, getting across the point effectively is what matters.

The success of the ability to communicate effectively in today's fast paced life, everyone is asked to do more with less. In such a scenario effective communication holds the key. Effectively communication centers round the usage of words, speed of delivery of words, pitch modulation and body language. Using the right tools to communicate the right messages at the right time can salvage a crises and motivate people to work towards success. Truly said, communication works but for those who work at it. In the existing globalization scenario, most of the Information Technology, I.T Enabled Services, management institutes, public and private sector, multi-national Companies, Union Public Service Commission, and State Public Service Commission are search for a right and suitable fresher for executive posts. Whatever be the recruiting criteria that I.T, ITES, industry giants had in their agenda, once this was clear a first class degree would not serve the purpose, the candidate have to satisfy the skill sets that the companies were looking for. And unanimously, the skills set that they were looking for communication skills [4].

People in organizations usually spends 75 percent of their daily time on communication through writing, reading, listening, speaking, inter-debate etc. Effective communication is an essential component for organization success, whether it is the interpersonal intra group organization or external levels. A recent newspaper report said that out of very hundred interviews, only five qualified for the employability. It is not that were technically not sound but they lacked in communication skills. Communication skills are as important as technical qualifications for youngsters aiming at a bright career. Communications hold the

key. Poor communication skills, low confidence levels and improper body language have resulted out in the job race. The person recruited will have to deal with the global clients directly. The command over the language and accent neutralization also plays a vital role in the recruitment process.

Some scientists had an opportunity to visit the Engineering colleges, Agricultural College, Fishery Science College, P.G Institutes etc, during the last seven years and trained large number of students. While interacting with them, they found that majority of them are from rural areas and they need a brief notes and detailed training programs to equip their skills, techniques and competence in communication. They also observed during the course of discussion, that even urban and city youth too require motivation for upgrading and sharpening life skills [5].

Importance of Communication

In the present day information revolution and formation of knowledge societies, centers etc, the importance of communication has increased manifold. The importance of communication management and in day to day life of people can be judge from the following points.

Communication Raises aspirations:

Project the future in the present

Raise awareness. Meet information needs.

Motivates the people for a purpose.

Communication is for development of the individual organization, society, nation, country.

Communications helps the administration in arriving quick decision and implementation.

Good communication is essential for proper planning and coordination.

Effective communication has a special role play, particularly in an under developed country like India where most of the workers are illiterate.

A Manager's/ Executive's success is conditioned by his ability to understand the needs and requirements of both employees and customers.

Better communication helps better job performance.

Effective and timely communication promotes cordial relations and work culture among the employees for increasing production and creates healthy and happy environment within and outside the organization.

“Communication” is a key instrument to create relations, to strengthen relations between the two people or a group of people. Without communication methods, there is no human relations and human relations rehires effective communication methods, tools, positive words, skills etc.

Students Problems in Communication (Individual):

We have diagnosed a number of problems which acts as hurdles for effective communication. Individual problems of students are given below:

Some students write well, but they are not able to express themselves orally.

Some speak fluently, but cannot write without grammatical errors.

Some are comfortable speaking among themselves in a small group, but are not comfortable facing the audience.

Some having problems with their body language and use inappropriate with others, some find it difficult to maintain eye contact.

Some are always misunderstood.

Students' problem in Communication (In Group Communication):

Limited vocabulary

Inaccurate grammar

Lack of fluency

Imperfect pronunciation

Lack of active listening

Fear of speaking in public

Fear of expressing certain views

Lack of confidence

Lack of group skills

Fear of making mistakes

Lack of exposure and practice

Communication Skills:

To be successful, a person requires an integrated set of communication skills. These skills comprise, writing skills, speech skills, listening skills, non verbal skills. One should have communication skills, while reading, writing, listening, speaking, conversation with various groups of people, government officials, bankers, family members etc.

Writing Skills

Writing in other words, is above all for communication for conveying ideas and feelings from one mind to another mind. The hall marks of good writing are the hall marks of good communication.

Accuracy, appropriateness, attentiveness, to your audience, avoiding of ambiguity.

Brevity or conciseness, brightness or buoyancy.

Correctness, clarity, consistency, concreteness

Early morning works well for many

Plan to write three to five notes minimum daily.

Shorter sentence pack more power. They are also easier to read and understand.

Should be clear, brief content, contextuality, important points to be covered.

Use sweet words, simple language, be legible, be clear and be concise and readable.

Write and rewrite until you are able to capture the idea in one sentence.

Reading Skills:

Reading is skill by itself, which requires aspirants to make simple changes in their approach to master the talent. For a better grip over communication and languages skills, a student should give sufficient time to reading every day. This should be done on a daily basis so that the memory gets refreshed with the knowledge. This is why reading occupies a prime place in the skills set of a person. The youth are advised to bear the following tips while reading.

Read inspirational or motivational books.

Subscribe to newspaper, newsletters, periodicals journals of your interest to update your knowledge.

Read the life history of great leaders, scientists, academicians, technocrats etc.

Underline the important points, note down the difficult words, consult the dictionary.

Habituate concentration improve vocabulary.

By reading book, one can improve his way of expression.

Books are temples of knowledge.

Books motivate the young mind and activate to read the subject, language and also enhance reading habits.

Books play a vital role in the mental development of youth.

The great ideas will definitely help the readers in later life. So read, mark, learn and inwardly digest what is their in the books.

Speaking Skills:

The importance of art of the speaking is now more keenly felt than ever before. Whether one is an executive, an engineer, a doctor, a lawyer, Software professional, a public relations practitioner, a journalist, an accountant or a politician, he cannot be successful without knowing how to speak. A good speaker is a good listener too. Knowledge, confidence and delivery are the basic elements of an effective speech and that requires training. One has to develop self-confidence and try to remove fear of psychosis slowly. The following points to be know in mind before you speak.

Think before you speak.

Know your message

Know something about the audience.

Get the points quickly. Then, it is easier for the listener to remember what you said.

Plan and prepare in advance what you want to say and what you want to approach.

Use easy language and use simple words.

Give importance to the subject and Voice should be sweet.

Modulate your tones as per the topic.

Illustrate with examples.

Stick to the time schedule.

Have the facts and respond well to questions.

Listening Skills:

Listening skills are one of the important part of communication processes.

Here are some of the characteristics of a good listener.

You must have patience.

Openness and desire to understand.

Concentration, intelligence and maintain eye contact.

Resist distractions and encourage speaker.

Summarize to clarify.

Have empathy

Take time to listen

Look attentive

Don't interrupt

Show interest

Listening and expression is given paramount importance in team work and building better inter-personal relations at the work place.

Team aspirations can be met only by proper listening. This gives a chance to think of better ideas both at individual and team levels.

There are several ways of listening which come into play in different situations and serve different roles at the work place. These are: Passive, Informative, Evaluative, Appreciative, Emphatic and Therapeutic.

Factors that hamper listening:

Detest the speaker

Lack of interest in the subject

External distractions

Presumptions

Inappropriate inferences

Ineffective communication skills (of the speaker)

Self induced distraction

How to improve listening:

One should improve listening by concentration, patience and interest in this subject: maintain eye contact and do not allow anything to distract you. Also pay attention to the body language, facial expressions, tone of voice, and gestures of the speaker. It will give right perspective of the message. Try to make discussion interactive and lively. Do not ignore an important point.

Listening is an art that can be mastered by practice. So practice listening and improve your communication skills and in turn your team relations. If we listen to others, we can also learn so many new things in a short span of time. A good listener is a real learner. By listening to others, one can get to know a wide variety of views, ideas and thoughts.

Conversation skills

“Conversation” is defined as “an informal talk involving a small group of people or only two on a particular subject or selected topics”. The aim of this skill is to help you to become a good conversationalist.

Conversation should be like a Tennis match, each person having his turn to give and receive. The true art of conversation is talking and listening. Good conversation requires delicacy and tact, give and take.

Allow your conversation partner to speak.

Respect the other person's point of view.

Concentrate on the conversation. Only hearing rather than listening will cause you to miss vital information.

Find out what your listener wants. To gain the most from any conversation, focus on your listener. Ask questions and listen to the responses.

Define terminology so there is less chance of misunderstanding.

Speaker and listener should maintain cordial and friendly atmosphere.

Clarify each other any misunderstandings and solve the problems by accepting amicable solution.

Role of communication in interviews

The interview is a two way process of communication where you need to introduce yourself to the company. There are three types of interviews for professional jobs and executive positions like information technology, science and technology, medicine, engineering, agriculture, chartered accountants, company secretaries, business, marketing, sales communicators, management, public relations, civil services etc.

The types of interviews are: (1) Personal interview (2) Subject / Technical Interview and (3) Group Discussion. In all the three interviews, your intellectual abilities, communication skills, language skills, way of walking into interview hall, initiative and drive etc., will be observed and judged. you must be well prepared and present with an objective of “first impression is the last impression” [6].

Preparation and confidence

Interview is a major obstacle for many job seekers. Although you have the qualifications, experience, and proven track record, you may lose “better interviews”. so what does “interviewing better” actually mean? It comes down to you being well prepared and confident. You can answer questions in a way which is acceptable but not necessarily right to the interviewer, and you also know something about potential employer’s business and hope to fill the post. These are your basic components of a “well prepared interview”.

Good preparation instills confidence. The basic approach to an interview is to be well prepared. This means two things-preparing you practically for the interview and gathering knowledge and information you can draw on during the interview.

Continuous learning and practice is essential for a person who seeks employment. You should spend 18 hours per day and do hard work, home work, team work, smart work and net work.

Utilize the facilities that are available and avail the opportunities in developing the knowledge, update the knowledge, preserve the knowledge and apply knowledge.

Do not go to the interview laden down with baggage – psychological as well as physical. Take the bare minimum belonging necessary. Concentrate on the interview at the interview – nothing else.

If you are asked to bring original certificates, references, passport size photos etc. get them ready the day before. Take your interview letter.

Plan to reach the city where the venue of the interview is fixed, a day in advance to avoid last minute tension and reach the venue half-an-hour easy on the day of interview [7].

1. Personal interview

Personal interview plays a critical role in the selection process of the company. Personal interview is conducted by the human resource department of the company. Some of the areas you may be evaluated on the personal interview are:

Communication skills

Reasoning ability

Leadership abilities

Assertiveness

Flexibility

Nurturing ability

Creativity

Ability to receive and give constructive criticism

Stress management

Ability to motivate oneself

Time, resourcefulness and priority management skills

Personality – inner and outer beauty.

Rehears yourself two or three days before attending interview. Build your self-esteem and confidence. This includes your strengths and weaknesses, your

accomplishments, reviewing your strong and weak subjects and recording some of the key decisions you have made in your life. You should also review interests, the disappointments you have encountered in the past, your work environment, likes and dislikes, your business and personal values, human values and ethics, your goals, needs restrictions and life style preferences.

2. Subject / Technical interview

Your technical / subject competence, strategies, professional skills, your projects, assignment which you have prepared during your studies, earlier experiences and impressions gained in internship programme, creativity, initiative, drive, interest in the subject and improving knowledge etc., will be tested in depth. Your concepts and mindset will also be judged.

The interview will be handled by a team of technical experts or subject matter specialists of the organization.

As a part of a technical interview which would require you to go back to your books, project reports, assignments etc., and brush up on certain facts and figures and discussion on general awareness for which you need to read the newspapers, periodicals, foreign journals, everyday. Also watch group discussion, interviews, quiz competitions, current affairs programmes. Telecast by certain private channels to acquire latest information and developments on various fields.

3. Group Discussion

Group Discussion is all about communicating with a group of people. Group discussion is not just talking about a given topic or expressing one's version. In academic circles it is popularly known as GD. Normally, in a group discussion, a candidate is tested in terms of group behavior, communication skills, content collection and leadership attributes. A set of persons brought together to express their opinion and the subsequent exchange of views on an allocated subject is a group discussion.

Group discussions are held as a part of recruitment process, as a part of eliciting views, opinion, ideas on any subject or plan of action, as a part of decision making, problem solving, as a part of reaching a consensus etc. Why group

discussions are held? In the recruitment process, when a large number of candidates are present, group discussions are held for assessing the skills of candidates.

Skills to be assessed in “GD”

The following skills are assessed during the group discussion.

Communication skills

Soft skills

Inter-personal skills

Team building skills

Conflict – management skills

Taking initiative and drive

Leadership qualities.

Presentation skills

Negotiating skills

Observation skills

Public Relations techniques and Strategies

Language skills

In addition to be above, non-verbal communication skills are also watched with meticulous care.

Smile

Shake hand

Your posture

Eye contact with the interviewers

Avoid fidget (Fidget means – moving hands, your nervousness, unable to remain quiet, playing with key chain or pen top, adjusting hair, lip movement.

Nervousness and appearance will also be judged.

GD is all about communicating with a group of people. Eye contact and body language play an important role. Most candidates tend to look at either the interviewer or any single member of the group but that again shows lack of

confidence. “Dos” and “Don’ts” for GD is given below for guidance to the candidates.

“Dos”

Speak pleasantly and politely to the group.

Remember that a discussion is not an argument.

Try to stick to the discussion topic. Don’t introduce irrelevant information.

Be aware of your body language when you are speaking.

Don’ts

Lose your temper. A discussion is not an argument.

Shout Use a moderate tone at a medium pitch.

Use too many gestures when you speak. Gestures like finger pointing and table thumping can appear aggressive.

Interrupt; wait for a speaker to finish what they are saying before you speak.

Positive language

Words are the best tools of communication. choose words carefully. Words can hurt and words can heal. What are the characteristics of positive language?

People who use positive language are effective communicators. Their message, written or oral, would be polite, pleasant, practical, persuasive and powerful. Your positive attitude makes you think positively. Your positive language creates a positive impact on the receiver and it helps you to attain your goal and achieve success.

An effective communicator checks whether his/her message is received positively or negatively. Language is a powerful tool and it can help people to make wonders. Communicating in a positive way helps people project themselves positively. People who use positive language play a constructive rather than a destructive role.

Negative words hurt the feelings of the recipient and tell the person that he or she has done wrong. positive words encourage the person and tell him or her that they are respected. Positive words have a healing touch. Choose the words carefully [8].

Avoid negative words: Always avoid negative words like:

A cruel word may wreck a life.

A bitter word may instill hate.

Use positive words: Always use positive words to build up human relations and solve the problems.

A joyous word may light the way

A timely word may lessen the stress

A loving word may heal and bless

Language is an expression of human activity. English language has become popular and routine in day to day official communicating and in routine life also. In fact, 1.1 billion people of India speak and communicate in more than a thousand languages and the fine line separating dialects from real languages is sometimes indistinguishable. Before independence, English was a foreign language. With the advent of globalization, English has become a global language. Hence it appears to be the best bet as a link language. In fact, it still remains a strong communicative language.

In Australia, where the business process outsourcing (BPO) and Information Technology boom has led to a demand for 'trained' English language speakers and “Learned” workers, particularly, the youth should understand the accents, characters and cultural differences. People who want to learn the language have to expose themselves constantly to English, read, listen and grab every opportunity to speak [9].

Language skills and communication skills are essential for getting good placement in the information technology and I. T. Enabled Services, M. N. Cs., public sector and private sector industries etc. Everyone should revise the language habits from time to time, in accordance with changing life pattern and customs. As mentioned earlier, language is an expression of human activity and because human activity is constantly changing, language also changes along with it.

Every communicator must know the significance of language which is essential for **effective communicative behavior**. There is no life without

communication and communication flows like a river. Hence communication is the life line of management and it is vital for good management. Unless and until one should master the communication skills, he/she cannot get employability. He/she should develop communication and language skills practicing the following:

While interacting with someone, give importance to the message.

Do not be pre-occupied with grammatical accuracy.

Once you become fluent, you should try to improve grammar.

Accept yourself as you are.

Practice is very important. Whenever you get an opportunity to speak in front of others, make use of it. Face the audience boldly.

Keep a good dictionary with you as your companion.

Read newspapers, read articles, news-items, watch news on T.V. , Radio, Develop your listening skills.

Mingle with others freely; it helps you to develop interpersonal and group skills.

Cultivate habit of reading books. By reading books, you can improve and develop “Creativity”.

Selection of right books, good books to read is the key factor to success.

Motivate the young minds and activate to learn subject and language.

The great ideas will definitely help the reader in his later life. So read, Mark, learn and inwardly digest what is there in the books.

Books are temples of knowledge. Visit the Library regularly at fixed hour.

Now-a-days, knowledge is open for all in so many forms. You need to acquire desired knowledge from vast sources available.

So, let’s compare communicative behavior of people in English-speaking countries.

Using an appropriate language

Effective communication with people of different cultures is especially challenging. Cultures provide people with ways of thinking – ways of seeing, hearing, and interpreting the world. Thus the same words can mean different things

to people from different cultures, even when they talk the “same” language. When the languages are different, and translation has to be used to communicate, the potential for misunderstandings increases. Using an inappropriate language can lead to a serious conflict in multicultural society.

For example, the biggest barrier that native English speakers face in trying to learn other languages is overcoming the all devouring melting pot culture that the British, and de facto Australian Empires have been so successful at spreading around the world. When we live in countries and cities with migrants who come from all over the world, we tend to be lulled into believing that the migrants coming have spent most energy on learning language, and that cultural adaptations amount to basically just learning the local rules and customs. Although we perceive culture in terms of race, age and class, I think many native English speakers have a huge blind spot for national cultures, either equating them with race, or dismissing such differences when faced by them as being excuses for doing something “wrong”, as is often seen within frustrated foreign businesspeople operating in Japan.

The languages, now understood as the particular set of speech norms of a particular community, are also a part of the larger culture of the community that speak them. Humans use language as a way of signaling identity with one cultural group and difference from others. Even among speakers of one language several different ways of using the language exist, and each is used to signal affiliation with particular subgroups within a larger culture. In linguistics such different ways of using the same language are called “varieties”. For example, the English language is spoken differently in the USA, the UK and Australia, and even within English-speaking countries there are hundreds of dialects of English that each signal a belonging to a particular region and/or subculture. For example, in the UK the cockney dialect signals its speakers' belonging to the group of lower class workers of east London. Differences between varieties of the same language often consist in different pronunciations and vocabulary, but also sometimes of different grammatical systems and very often in using different styles (e.g. cockney

Rhyming slang or Lawyers' jargon). Linguists and anthropologists, particularly sociolinguists, ethno-linguists and linguistic anthropologists have specialized in studying how ways of speaking vary between speech communities.

A community's ways of speaking or signing are a part of the community's culture, just as other shared practices are. Language use is a way of establishing and displaying group identity. Ways of speaking function not only to facilitate communication, but also to identify the social position of the speaker. Linguists call different ways of speaking language varieties, a term that encompasses geographically or socio-culturally defined dialects as well as the jargons or styles of subcultures. Linguistic anthropologists and sociologists of language define communicative style as the ways that language is used and understood within a particular culture.

The differences between languages does not consist only in differences in pronunciation, vocabulary or grammar, but also in different "cultures of speaking". Some cultures for example have elaborate systems of "social deixis", systems of signalling social distance through linguistic means. In English, social deixis is shown mostly through distinguishing between addressing some people by first name and others by surname, but also in titles such as "Mrs.", "boy", "Doctor" or "Your Honor", but in other languages such systems may be highly complex and codified in the entire grammar and vocabulary of the language. In several languages of east Asia, for example Thai, Burmese and Javanese, different words are used according to whether a speaker is addressing someone of higher or lower rank than oneself in a ranking system with animals and children ranking the lowest and gods and members of royalty as the highest. Other languages may use different forms of address when speaking to speakers of the opposite gender or in-law relatives and many languages have special ways of speaking to infants and children. Among other groups, the culture of speaking may entail *not speaking* to particular people, for example many indigenous cultures of Australia have a taboo against talking to one's in-law relatives, and in some cultures speech is not addressed directly to children. Some languages also require different ways of

speaking for different social classes of speakers, and often such a system is based on gender differences, as in Japanese and Koasati [1].

Using polite words

Knowledge of the so-called speech culture and speaking according to this knowledge is of great importance when success in communication is concerned. Speech culture naturally differs from country to country, from nation to nation, from different social group to another. Other than that there are certain universal rules about how to speak so that you will get what you ask for and at the same time speak so that your interlocutor will not be offended. General rules of politeness are not interrupting your interlocutor while he or she is speaking, speaking quite loudly and distinctly though not yelling, using normative language etc.

The politeness category is normally reflected in a language in a set of speech formulas characteristic of a certain communication sphere or situation (for instance, there are lots of those concerning speaking over the telephone). Quite formulaic is also speech communication between a client and a provider (seller). Politeness in formal situations tends to be reflected in a great number of such formulas, unlike politeness in an informal context. Undoubtedly, common rules of being polite in everyday communication should be acquired by English learners. To that belongs knowledge of the following: usage of a certain type of a speech act (e.g. request vs. command), implying certain content (excluding taboo questions like those about income, religion, nationality) and others. According to the data given by several Australian people, to speak politely means to:

- use good manners in everyday communication (e.g. not have food in your mouth when speaking);
- use respectful language: use kind words and not swear, use certain form of an utterance (“when asking for something say “May I please have that” – not “give me that”).
- “use a proper tone in your voice so as not to be condescending to the other person” – look at the person (make eye contact) – say greeting words, say “good-bye”, “sorry” and “thank you” when it

is necessary – introduce yourself / a new person – not interrupt when someone else is speaking – listen when someone else is speaking and hear what they are saying – apologize and ask for forgiveness when impoliteness happens, and try not to do it again

There exist some theories of politeness, one of those being Brown and Levinson's whose basic notion is "face", or "individual's self-esteem". In other words, it implies people's desire, on the one hand, for freedom to act (negative face), and, on the other hand, to be liked, approved of and included (positive face). Successful social interaction requires that speakers pay attention to both negative and positive face of their interlocutor; when either is potentially at risk, the speaker must take steps to minimize the threat by saying something in a way that offends as little as possible. So we can state that the greater the imposition and the greater the social distance between participants, the more 'face-work' is required.

One speech act that is a potential threat to an interlocutor's face is the request. Politeness is connected with mitigating a direct form of asking for something and expressing an idea "non-directly" which means one applying a different grammatical form in the sentence, in this case the form of a question, most often a modal one. If you want somebody to bring you a definite book you would sooner say "Can you bring me the book?" rather than "Bring the book". The two phrases are likely to leave quite a different impression on one and the same hearer, the former perceived naturally as a request to bring the book, the latter a command. Phrase #1 serves a good start for a probably successful mini-dialogue. Phrase #2 can make a native speaker doubt the interlocutor's intentions and make him or her think of the speaker as a rude person.

So, we can say that speaking politely means saying sentences of the kind "Could you...?", "Can you...?" and so on. However, once we recall such unenormously important speech feature as intonation we could be struck how significantly it may change our view of politeness. Just pronounce the same sentence "Can you bring the book for me?" with different intonation imagining that you are irritated or annoyed by your interlocutor who won't bring you the

book though he had promised to. If you try this difference when speaking to people, the effect is sure to be different. Intonation is surprisingly powerful in making a conversation either a failure or success. “Will you please sit down” can be pronounced with a lot of variations of voice tone, timbre, loudness, accentuation and tempo and at the same time the speaker will have a certain intention which is going to be reflected in these changes of the intonation of the whole phrase.

Intonation is first to be perceived by ear, rather than the verbal component of an utterance. So any utterance or just sentence has intonation because even if it is not pronounced it is meant to either out loud or in the inner speech. Intonation is a complex phenomenon consisting of pitch, or speech melody, intensity, or loudness, tempo, or rate of speech, sentence stress, or accentuation, and rhythm (though different linguists distinguish different number and quality of the components). It is not only melodic characteristics that can make an utterance polite or impolite. For example, if in reply to my having given her what she had asked for, my friend will say “Thank you” rather quickly and quickly as well will leave me, I wouldn’t consider such “Thank you” polite. There are general rules of speaking politely that must exist in various cultures. They include speaking not very loudly (using moderate intensity); speaking not very fast; speaking with a certain melody (e.g. using not very high tone); speaking with not very high emotion but in a more or less reserved way; not using gruff and rude gestures.

However each language has a set of special rules of polite speaking including rules of usage of vocabulary, grammatical forms and intonation patterns. The way politeness is expressed in the English language must be very interesting to know for non-native speakers. There exists a real problem with the word “please” which can be considered a politeness marker though does not necessarily make an utterance polite. English (as well as Russian) children are taught that it is the “magic” word to be used when asking for something. How does this ‘magic word’ relate to politeness? According to Francis Lide, “please” is a word more optional than necessary for polite communication. If we take a modal question with “will” inserting there “please” and say something like “Will you please sit down” – “the

most likely situation for this sentence would be when the speaker is angry at someone who refuses to sit down” and would be pronounced with emphasis on almost each word. According to Anne Wichmann, “please” occurs mainly in requests, but not all types of request require “please”. The Compact Oxford English Dictionary says “please” serves to “add urgency and emotion to a request”. On the other hand, the addition of “please” can be considered a further way of softening the force of requests, particularly if they are in the form of imperatives, in which case the force of command is reduced to that of a request. “Please” typically occurs in “standard situations” for example in service encounters, where the right to ask for something and the obligation to give it is inherent in the event. It also occurs when what is being requested is a minimal imposition on the hearer (such as passing the salt at table, e.g. Can you pass the sour cream please). In situations where the imposition is greater or the rights and obligations of the participants are not self-evident, please does not occur.

Now try to describe the main characteristics of nonverbal communication of people in different countries.

Etiquette

Etiquette is dependent on culture; what is excellent etiquette in one society may shock another. Etiquette evolves within culture. The Dutch painter Andries Both shows that the hunt for head lice (*illustration, right*), which had been a civilized grooming occupation in the early Middle Ages, a bonding experience that reinforced the comparative rank of two people, one groomed, one groomer, had become a peasant occupation by 1630. The painter portrays the familiar operation matter-of-factly, without the disdain this subject would have received in a 19th-century representation. Etiquette can vary widely between different cultures and nations. In China, a person who takes the last item of food from a common plate or bowl without first offering it to others at the table may be seen as a glutton and insulting the generosity of the host. Traditionally, if guests do not have leftover food in front of them at the end of a meal it is to the dishonour of the host. In Australia a guest is expected to eat all of the food given to them, as a compliment

to the quality of the cooking. However, it is still considered polite to offer food from a common plate or bowl to others at the table.

In such rigid hierarchal cultures as Korea and Japan, alcohol helps to break down the strict social barrier between classes. It allows for a hint of informality to creep in. It is traditional for host and guest to take turns filling each other's cups and encouraging each other to gulp it down. For someone who does not consume alcohol (except for religious reasons), it can be difficult escaping the ritual of the social drink. Etiquette is a topic that has occupied writers and thinkers in all sophisticated societies for millennia, beginning with a behavior code by Ptahhotep, a vizier in ancient Egypt's Old Kingdom during the reign of the Fifth Dynasty king Djedkare Isesi (ca. 2414–2375 BC). All known literate civilizations, including ancient Greece and Rome, developed rules for proper social conduct. Confucius included rules for eating and speaking along with his more philosophical sayings. Early modern conceptions of what behavior identifies a "gentleman" were codified in the 16th century, in a book by Baldassare Castiglione, *Il Cortegiano* ("The Courtier"); its codification of expectations at the Este court remained in force in its essentials until World War I. Louis XIV established an elaborate and rigid court ceremony, but distinguished himself from the high bourgeoisie by continuing to eat, stylishly and fastidiously, with his fingers. An important book about etiquette is *Galateo, ovvero de' costumi* by Monsignor Giovanni della Casa; in fact, in Italian, etiquette is generally called *galateo* (or *etichetta* or *protocollo*). As noted above, across the world, Debrett's is considered by many to be the arbiter of etiquette; its guides to manners and form have long been and continue to be the last word among polite society. In the American colonies Benjamin Franklin and George Washington wrote codes of conduct for young gentlemen. The immense popularity of advice columns and books by Letitia Baldrige and Miss Manners shows the currency of this topic. Even more recently, the rise of the Internet has necessitated the adaptation of existing rules of conduct to create Netiquette, which governs the drafting of e-mail, rules for participating in an online forum, and so on. In Germany, there is an "unofficial" code of conduct, called the *Knigge*, based on a

book of high rules of conduct written by Adolph Freiherr Knigge in the late 18th century entitled exactly *Über den Umgang mit Menschen* (*On Human Relations*). The code of conduct is still highly respected in Germany today and is used primarily in the higher society. Etiquette may be wielded as a social weapon. The outward adoption of the superficial mannerisms of an in-group, in the interests of social advancement rather than a concern for others, is considered by many a form of snobbery, lacking in virtue.

Examples of etiquette in different cultures

Australian are very formal. Moments of silence are far from awkward. Smiling doesn't always mean that the individual is expressing pleasure. Business cards are to be handed out formally following this procedure: Hand card with writing facing upwards, bow when giving and receiving the card grasp it with both hands and read it carefully. Put it in a prominent place Australian feel a "Giri" an obligation to reciprocate a gesture of kindness. They also rely on an innate sense of right and wrong.

Conversation	Business	Dining	Leisure
Bow when greeting someone	Bow in greeting	It's acceptable to make noise while eating	Remove shoes before entering homes and restaurants
Don't display emotions	Females should avoid heels	Food is judged by not only the taste but also the consistency	To beckon a person extend hand palm down and make a scratching motion
Don't speak too loudly	Exchange business cards	Try any food that is given for you	The Japanese wear surgical mask when they have a cold
The Japanese have difficulty in saying "no"	Movements of silence are normal	All courses are served at once	Men sit cross-legged and women sit on their legs or with their legs to the side
Don't stand with your hands in your pocket	Don't slouch	Rice left in your bowl indicates the desire for second	

		helpings	
Displaying and open mouth in rude	Cross legs at the ankles	If someone offers you sake, drink	
	Don't interrupt, listen carefully		
	Don't chew gum		

Some DO's and DONT'ts:

- DO NOT mix sake with any other alcohol.
- Do not stash away a business card in a pocket or in a place where it is likely to be misplaced or damaged. Kenyans believe that their tribal identity is very important. Kenyans are also very nationalistic. It is rare that you will find a Kenyan that prefers to be alone, most of the time they are very friendly and welcoming of guests. Kenyans are very family oriented.

Culture also tells us how to organize space in such a way as to control the nature of interaction. In North American corporate offices, for instance, the boss is usually physically isolated in a very separate private room. This tends to minimize his or her personal contact with ordinary workers. In contrast, Japanese offices commonly are set up with the boss's desk at the end of a row of pushed together desks used by subordinate employees. This maximizes his interaction with them [3].

Typical Australian Office

A court room similarly alters behavior. In Australia, the judge usually wears a black robe and sits behind an elevated desk. The other desks and chairs in court are positioned so that all attention is focused on the judge. This intentional setting makes those present feel respectful and subservient to the judge, thereby making it easier for him or her to control the proceedings.

Culture also guides our perception of space by defining units of it. In the industrial world, space is divided into standardized segments with sides and

position. Acres and city lots with uniform dimensions are examples of this in Australia. Our property boundaries are referenced to such segments of space. As the density of population increases, the importance of defined spatial boundaries grows. Land owners in densely occupied neighborhoods have been known to get angry enough to kill each other over disputed fence lines between their properties. In less dense rural areas of the American West, where people own ranches of hundreds and even thousands of acres, the movement of a fence three feet one way or another is rarely of consequence.

Cultural use of time

Culture tells us how to manipulate time in order to communicate different messages. When people appear for an appointment varies with the custom, social situation, and their relative status. In Australia, if you have a business meeting scheduled, the time you should arrive largely depends on the power relationship between you and the person who you are meeting. People who are lower in status are expected to arrive on time, if not early. Higher status individuals can expect that others will wait for them if they are late. For instance, most people who have medical appointments are expected to arrive early and to wait patiently for their doctor to see them rather than the other way around. An invitation to a party is an entirely different matter. It is often expected that most guests will arrive “fashionably late”. It generally takes a North English child at least 12 years to master these subtle cultural aspects of time. By 5-6 years old, they usually only know the days of the week, the difference between day and night, morning and afternoon, meal and nap time. By 7-8 years old, most can consistently use the clock to tell time. However, it is not until about 12 years or older that they begin to know the situational aspects of time, such as when to arrive at a party [2].

When people come together with very different cultural expectations about time, there is a potential for misunderstanding, frustration, and hurt feelings. This could occur, for instance, if an Australian businessman does not arrive “on time” for a meeting with a potential North American customer in New York and fails to give an apology when he arrives. For the Brazilian, time may be relatively “elastic”

and the pace-of-life a bit slower. He believes that he was sufficiently prompt for the scheduled business meeting, having arrived within a half hour of the appointment. It is not surprising that he is astonished and offended when he is treated coldly by English who also feels slighted by what he perceives as rudeness. Compounding the situation is likely to be differences in their comfortable physical interaction distances. This dismal scenario can be avoided, of course, by foreknowledge about the other culture and a willingness to adopt a cultural relativity approach. The old saying “when in Rome do as the Romans do” is still a good advice.

So, to communicate with others, to convince and to find the compromise, to listen and speak – those are what the life consists of, and the business life especially. Without those important skills no success may be reached, and people gain these skills and improve them during their whole life.

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Світлана Замашина

м. Рівне

ПРОБЛЕМИ ПЕРЕКЛАДУ І ДЕЯКІ ШЛЯХИ ЇХ ПОДОЛАННЯ

Необхідність вивчення труднощів міжнародного спілкування спричинюється умовами глобалізації і тісних міжкультурних зв'язків. Тому слушно зупинитися на деяких проблемах адекватного перекладу з української на англійську, мову міжнародного спілкування. Це питання досліджувалося низкою філологів [1; 2; 3]. Мета статті – узагальнити основні складнощі перекладу деяких слів і словосполучень англійською і українською мовами.

Різноманітність походження культур можуть спричиняти проблеми при перекладі, особливо, коли існують білі плями в семантичній картині мови, на яку здійснюється переклад. Такі явища називають **лакунами**.

Видові лакуни вказують на відсутність конкретних назв чи найменувань окремих різновидів явищ чи предметів. Так, англійські слова *clock* і *watch* є видовими лакунами для української мови, де використовується одне слово *годинник*, оскільки немає однослівних значень для наручних і настільних годинників. В англійській мові лексично не диференціюють слова *мити та прати*, а вживають узагальнююче слово *wash*. *Мити і прати* – це видові лакуни для англійської мови.

Мотивовані лакуни пояснюються відсутністю відповідного предмета чи явища в національній культурі. Так українське слово *коляда* є мотивованою лакуною для англійської мови.

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