

MINISTRY OF EDUCATION OF THE REPUBLIC OF BELARUS
BELARUSIAN STATE UNIVERSITY
FACULTY OF PHILOSOPHY AND SOCIAL SCIENCES
Department of Social Communication

DOBYSHUK
Yuliya Valeryeyna

**INTERCULTURAL BUSINESS COMMUNICATION
IN THE BUSINESS FIELD**

Master's thesis
ABSTRACT

Qualification 1-23 81 03 «Communicative management»

Supervisor: Julia J. Gafarova
Candidate of Philosophy,
Associate Professor

Minsk, 2018

ABSTRACT

In the context of globalization the importance of intercultural communication significantly increased. Effective intercultural communication became an important condition for coexistence and development of cultures and societies of various types. The process of globalization affects all spheres of human activities, including business, which is becoming more and more multicultural. In this context the relevant aim of the master's thesis is to reveal how main types of business cultures influence the specifics of conducting intercultural communication in the business sphere.

The object of the research of the master's thesis is intercultural business communication. The subject of the research is the peculiarities of conducting intercultural business communication in the business sphere. The history of intercultural business communication studies was reconstructed, the grounds for the classification of national cultures were explored, the dimensions of business cultures were explicated, and the specificity of intercultural business communication was clarified on concrete examples.

The novelty of the results is due to the relatively poorly understood scope of the sphere of intercultural business communication. Materials of the master's thesis may be in high demand for the development of methodological recommendations for intercultural communication problems' studies; they could be used in the educational process as well as for methodological support of the development of communicative trainings in order to develop the skills of intercultural business interaction.

Key words: intercultural communication, business cultures, crop measurements, classification of cultures, discourse analysis.