

Även teknikutvecklingen bidrar ständigt till inflödet av nyord. Exempelvis, *giggare* ‘человек, выполняющий задания при посредничестве приложений или онлайн-сервисов’, *анимојј* ‘эмодзи, созданные в соответствии с лицом человека’, *metaversum* ‘виртуальная реальность, где цифровые технологии позволяют испытать то, что обычно требует физического присутствия’ [2].

Således kan vi dra slutsatsen att det svenska språket, tack vare sina flexibla ordbildningsmöjligheter – sammansatta ord – har fyllts på med många nya ord under de senaste 3 åren som återspeglar utvecklingen i världen.

Литература

1. Nyordslistor 2021 [Electronic resource]: Institutet för språk och folkminnen. – Mode of access: <https://www.isof.se/download/18.6c60ddae17dc25fe728d37b/1640525737545/Nyordslistan%202021.pdf>. – Date of access: 25.04.2022.

2. Nyordslistor 2020 [Electronic resource]: Institutet för språk och folkminnen. – Mode of access: <https://www.isof.se/download/18.1e4309991774c3fe50b6d8e0/1612864250715/Nyordslistan%202020.pdf>. – Date of access: 25.04.2022.

3. Nyordslistor 2019 [Electronic resource]: Institutet för språk och folkminnen. – Mode of access: <https://www.isof.se/download/18.1e4309991774c3fe50b6e9f8/1612877077735/Nyordslistan%202019.pdf>. – Date of access: 25.04.2022.

Leadership in the company strategy

*Levkovich A., Master's degree student BSU (Minsk),
Dubinko S. A., Candidate of Philology, Associate professor*

Leadership is a process in which a person influences the behavior and attitudes of others. Leading by example helps other people see what lies ahead and act quickly to meet any obstacles along the way. If a group is led by a person with poor leadership qualities, the group will face frequent conflicts as each person wants to do things differently.

Most companies have leaders with the strong operational skills needed to maintain the status quo. But they face a critical shortcoming: they lack the people in leadership positions who have the know-how, experience, and confidence needed to solve what academic managers call “insidious problems”. Such problems cannot be solved by one team, they have causes that seem incomprehensible and solutions that seem uncertain, and they often require companies to change the way they do business. Today, every company faces such problems [Leitch, 2016; Lancefield, 2016; Dawson, 2016].

A 2015 PwC study of 6,000 senior executives, using a methodology developed by David Rook of Harthill Consulting and William Thorbert of Boston University, identified the core principles that strategic leaders or leaders of change, strategists, conform to [Rook, 2016; p. 161]. These principles are a

combination of organizational systems and individual hardware and software transformation capabilities. The implementation of these principles is directly related to such cultural parameters as power distance, uncertainty avoidance, individualism / collectivism, long-term and short-term orientation, indulgence / restraint, masculinity / femininity, attitudes towards trust and contract, attitudes towards competition and cooperation, directness / indirectness in communication, the use of different cognitive styles (inductive, deductive) by representatives of different cultures in decision-making and team building, etc. [Hofstede, 2011; Lewis, 2006].

The principle of distribution of responsibility assumes that top management reduces the power distance, enabling employees at all levels to make decisions. It also increases the collective intelligence, adaptability, and resilience of the organization by harnessing the wisdom of those outside the traditional decision-making hierarchy.

To conclude, not only the acquisition of knowledge about cultural differences and cultural sensitivity becomes relevant, but also the ability to create an effective corporate environment in practice, combining universal and local, ethnic values. Leadership, namely strategic leadership, must be considered both locally and globally [Robertson, 1995].

Moreover, strategic leadership requires a certain degree of intercultural awareness and tolerance. Such deep components of culture as values, beliefs, cognitive styles, relationships with the environment, attitudes towards social structure, time, communication change very slowly or do not change at all even in our global world. The process of globalization and the desire of multinational companies to standardize procedures will lead to some convergence of different cultures in terms of organizational structure, but differences in values and worldviews will preserve organizational diversity. The new challenges faced by the world in general and the business world in particular are changing ideas about leadership, determining the interaction of global and local in leadership style, a combination of universal characteristics and ethnic cultural characteristics.

Strategic leadership includes the best practices of multinational corporations and conglomerates that are flexible in responding to national styles and business environments. The strategic leadership style includes options that are sensitive to national leadership patterns to the extent that best suits the corporate climate and company interests. At the same time, the development of collective intelligence in combination with the emotional and cultural intelligence of the team plays an important role. To solve problems and move forward, you need to interpret the world around you with a fresh look and vision. While it's easy to think that most leaders will follow a strategy, all too often the idea of a strategic leadership structure is misunderstood as simply having a plan of action. Leadership style is much more than just an idea of how to implement certain policies or processes.

References

1. Leitch, J., Lancefield, D., Dawson, M. 10 principles of strategic leadership. May 18, 2016 [Electronic resource]. – Mode of access: <https://www.strategy-business.com/article/10-Principles-of-Strategic-Leadership>. – Date of access: 10.03.2022.
2. Rook, D., Thorbert, W. Seven transformations of a leader // Leadership / Per. from English. – M. : Alpina Publisher, 2016. – Series : Harvard Business Review (10 best articles) “HBR’s 10 Must Reads”. 2016. – P. 161–187.
3. Dubinko, S. A. Intercultural competence in effective business communication. In: Teaching Foreign Languages in Polycultural World: Traditions, Innovations, Perspectives : materials of the III-d International scientific and practical conference, Minsk, March, 25, 2021, Belarusian State Pedagogical University named after M. Tank. BSPU, Minsk, pp. 14–18 [Electronic resource]. – Mode of access: <https://elib.bsu.by/handle/123456789/259562>. – Date of access: 14.03.2022.
4. Hackman, J. R. Leading Teams: Setting the Stage for Great Performances – The Five Keys to Successful Teams, Harvard Business School [Electronic resource]. – Mode of access: <https://hbswk.hbs.edu/archive/leading-teams-setting-the-stage-for-great-performances-the-five-keys-to-successful-teams/>. – Date of access: 14.03.2022.
5. Hofstede, G. Dimensionalizing Cultures: The Hofstede Model in Context. Online Readings in Psychology and Culture, 2, 8, 2011, [Electronic resource]. – Mode of access: <http://dx.doi.org/10.9707/2307-0919.1014>. – Date of access: 13.03.2022.
6. Lewis, R. D. When Cultures Collide: Leading Across Cultures [Electronic resource]. – Mode of access: <http://www.utntyh.com/wp-content/uploads/2011/11/When-Cultures-Collide.pdf>. – Date of access: 13.03.2022.
7. Robertson, R. Glocalization: Time-Space and Homogeneity-Heterogeneity. In: Featherstone, M., Lash, S. and Robertson, R., Eds., Global Modernities, Sage Publications, 1995, London [Electronic resource]. – Mode of access: <https://www.scirp.org>. – Date of access: 14.03.2022.

Сетевые акторы в интернет-пространстве

*Масалович У. П., асп. БГУ,
науч. рук. проф. Терещенко О. В., канд. соц. наук, доц.*

В эпоху трансформации и циркуляции большого количества данных и информации, человек как действующий субъект коммуникативного пространства представляет собой и носителя, и распространителя, и амбассадора определенной совокупности знаний, ценностей, информации. Несколько десятилетий назад для комфортного существования и стабильной социальной вовлеченности субъекта достаточно было принадлежать к некоторому числу социальных групп, выполнять социальные роли, иметь устойчивые социальные связи, поддерживаемые прямыми взаимодействиями [1, с. 15]. Иными словами, действующий актор был включен в определенную социальную