

Таким образом, анализ тональности статей о кризисных ситуациях показывает, что в зависимости от целей автора любая кризисная ситуация может быть использована в совершенно любой сфере для достижения прагматических целей. Цитаты, лозунги, оценочные фразы и выражения в зависимости от интенциональной направленности каждого издания в целом, а также от авторского отношения в частности меняют свою тональность. Данный факт доказывает, что авторское отношение и оценочность, закладываемые в текст о кризисе, являются одним из ключевых факторов воздействия и манипулирования общественным мнением.

## **INTERCULTURAL PROFESSIONAL COMMUNICATION TRAINING OF FUTURE MANAGERS**

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In recent years, we have seen an increased interest in professional education in the field of management. More and more young people are choosing a managerial specialty as their future career. In the labor market there is also a demand for highly qualified specialists in the field of management. After all, the success of the whole enterprise depends on the quality of management decisions. This forces educational institutions to respond to this labor market request.

A special role of education in the modern world, its transformation into the most important sphere of human activity, makes the problem of training future specialists one of the priority. At present, the task of educational institutions is a preparation of a flexible, competent, competitive specialist.

The Faculty of Marketing, Management, Entrepreneurship trains specialists in specialty «Business Administration» with an assignment of qualification — manager-economist and specialty «Management of innovative projects of industrial enterprises» with an assignment of qualification — economist-manager.

During their studies, future specialists study a variety of socio-humanitarian, general scientific and general professional, special disciplines and disciplines of specialization in order to be competitive in the labor market. Among other disciplines, students of the FMMP study two foreign languages, which account for up to 20 % of their study time.

The current economic situation in the Republic of Belarus is characterized by the fact that managers of enterprises of various forms of ownership and size have an opportunity to cooperate with foreign partners, conclude deals with suppliers, expand sales markets for their products, participate in international exhibitions, presentations, and participate in conferences. That is why, today a successful manager can't be imagined without an ability to communicate in the language of his partners. Intensification of professional activities in contact with foreign partners requires from the manager to know a foreign language as a tool for intercultural professional communication. For a successful implementation of intercultural professional communication, it is necessary to combine communicative competence, professional knowledge, and intercultural competence.

Questioning of graduates of the Faculty of Marketing, Management, and Entrepreneurship showed that 50 % of respondents actively use a foreign language for contacts with foreign partners. 34 % of respondents do not face difficulties in intercultural professional communication. The situations of general business communication such as writing business letters, speaking on the phone, participating in negotiations with foreign partners, searching for information about potential customers on the Internet, etc. do not cause significant difficulties. The author connects this with a large number of hours provided by the working curriculum for a foreign language, as well as with effective methods of organizing classes in a foreign language that contributes to the achievement of communicative competence. It should be noted that the results of the survey also indicate that graduates (54 % of respondents) have a lack of highly specialized orientation in the study of a foreign language. In this regard, it seems reasonable to pay more attention to the study of a foreign language within the specialization.

Forming the skills of intercultural professional communication is impossible without the formation of intercultural competence, by which we mean the existence of a set of objective representations and knowledge about a particular culture, realized through skills, behaviors and models that promote effective intercultural understanding and interaction. Intercultural competence is impossible without the willingness to recognize intercultural differences as something positive that must be developed into the capacity for intercultural understanding and dialogue. This competence also includes readiness to study different cultures for the

purpose of comfortable existence in a multicultural environment. Extensive knowledge of national cultural differences is necessary for the manager to work successfully, moreover punishment for not understanding of other systems can be very tough. Only under these conditions it is possible to develop one's own opinion and a line of conduct in communicative interactions with representatives of other cultures, without humiliating them and respecting their point of view.

For successful professional communication with representatives of a different culture, future managers should have an appropriate motivation, focus, an experience of new situations, acquisition of new knowledge and skills, practice of writing and speaking, real public and feedback, evaluation of work by a comrade, creativity and tangible results of their work. All this requires a lot from the teacher on organization of educational process.

## **POLITICAL CORRECTNESS IN THE LANGUAGE HAS BOTH CROSS-CULTURAL AND STRATEGIC NATURE**

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It is an indisputable fact that contemporary cross-cultural communication in the 21st century comprises various intellectual competencies including linguistic, social, political and even personal (communication vis-à-vis) among others; the process of globalization has changed the world and the way we do many things, which has influenced the language use.

Language is a live phenomenon. It reflects all changes in life by means already existing in linguistics as well as by acquiring new meaning in the 'old' context. Politically correct euphemisms are widely spread in order to avoid discrimination of all kinds. Neologisms reflect more profound political, economic, social and information awareness of society and individuals.

Thus, it is evident that an individual and groups of individuals can afford to study, live and work internationally in the modern world. There appeared a macroeconomic indicator which allows us to assess the comfort of different countries for these purposes. It is called '3Ts' index and stands for Technology, Talent, Tolerance. We decided to get limited to Tolerance (as it adds up to linguistic competencies) by studying the political correctness in the so-called «Other English-speaking Counties» such as Australia and Ireland as they look attractive in the framework of the above-mentioned criterion.

Socially, the study of the phenomenon aims at getting young speakers of English to think twice before using definite words in order not to offend others and to express Tolerance in all ways.

Linguistically, it seems worthwhile to study politically correct vocabulary and be aware of the connotational meaning of other expressions. It is important to use the language in the proper context (according to a logical classification).

Cross-culturally, it is important to show that some countries seem to have already implemented the notion of Tolerance into their everyday life and to prove that the development of civilization is reflected in the language. And the language, in its turn, seeks to provide the ways to allow this process.

### **Objectives of the Strategic Behaviour in Cross-Cultural Context**

- Getting acquainted with modern tendencies in society and their impact on people's life;
- Studying different types of euphemisms and their politically-correct substitutes and neologisms as well;
- Studying ways of forming neologisms;
- Clarifying the attitude of representatives of different generations to the changes in the language.

### **Methods and Techniques of Strategic Behaviour**

- Analyzing and generalization of literary sources, different mass media
- Collecting material from online dictionaries
- Synthesizing and analyzing the material obtained (structurally in schemes and tables)

### **Practical application of the 'Strategic Behaviour' Discipline**

Our study can promote a better understanding of such linguistic phenomena as euphemisms and neologisms and using them properly in face-to-face contact and in online communication.

It may help to acquire practical skills of listening, reading, speaking comprehension and translation.