

смайлов было сделать их хотя бы отдаленно похожими на человеческие лица. Основа восточного эмоджона — ирреальный, выдуманный образ лица, базирующийся на лицах персонажей манги (японских комиксов). Таким образом, у западной и восточной традиции различная исходная база, по сходству с которой создаются эмоджины.

Основное свойство для восточных каомодзи — «Это должно быть мило!» Истоки такого отношения — в особой эстетике и некоторой инфантильности, в особенности присущим японской нации (где, напомним, и зародились азиатские эмоджины, впоследствии ставшие основой для всей восточной традиции). Своеобразный девиз западной традиции — «Просто, доступно, для всех». Не каждый европеец поймет специфические восточные эмоджины. Западные же смайлы представляют собой абсолютно универсальный знаково-синтаксический код, и будут поняты везде без труда и каких-либо предрассудков.

Таким образом, независимо друг от друга сформировались 2 основные традиции эмоджинов (восточная и западная), различия между которыми обусловлены особым мировоззрением коммуникантов, принадлежащих к двум разным цивилизациям — восточной и западной. Мировосприятие каждой из них стало основой для формирования собственной уникальной традиции использования смайлов.

## **Business Gift-giving**

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Have you ever had an experience of giving gifts to a boss, a customer or a teacher? Have you received gifts at work? Let's take a look at proper etiquette in the workplace in the gift-giving arena.

A 'business gift' is something of value given or received as the result of a business relationship and for which the recipient does not pay fair market value. A gift can be of any form, e. g. food, theater or sporting event tickets, discount or 'all-expense paid' trips. Business gift-giving is quite widespread nowadays. The most common reasons for it include to thank customers (70,0%), to build goodwill (65,9%), to develop business (49,6%), to recognize employee performance and longevity (49,6%), to generate referrals (31,3%), to influence purchasing decisions (21,6%), customers expect them (12,2%), other (7,5%).

Those who are involved in any type of business know that they can never avoid giving gifts once in a while. Although there are times when giving presents can be

one of the worst things you can do, especially if you are engaged in international business. That's because most differences in the perception towards business gifts have a lot to do with race or nationality.

Going to another country on a business trip, one must be informed of everything in detail and that also includes some ideas about gift-giving. Any trifle can spoil everything. Here is a striking example. In 1992, a Chinese delegation went to America to purchase chemical equipment. The Americans presented a souvenir, packed in a red box since red means advance in China, to each negotiator. When the Chinese opened it, they became very embarrassed: inside was a golf cap, but the color was green. On the next day, the Chinese experts found an excuse and left that company. The Americans knew that giving a fashionable golf cap means going to play golf after signing the contract, which was of luxury to the Chinese. But they failed to achieve success presenting a green hat, as it means the man's wife has betrayed him, which is extremely unpleasant to every Chinese man [1].

Knowing that such a situation is possible to happen to everyone, we have to deal with 3 problems:

- to give or not to give;
- what is the value of the gift;
- what to give.

The 1st problem to be solved is to find out if the gift is needed. While going to another country you would never know if gift-giving is a common thing there. There are different rules and traditions in different countries, so while in one country a gift leads to improving business relations, in another it would lead to charge of corruption. Gifts are expected in China, Indonesia, Japan, Poland, and Russia. Gifts are not expected on the 1<sup>st</sup> visit, but would be expected on subsequent visit in Brazil, Norway, Panama, Spain, and Venezuela. Gifts are not expected or less frequently exchanged in Australia, England, France, Italy, Saudi Arabia, and United States [2].

The 2nd problem is to decide how much money to spend on the gift, that shouldn't be too cheap or too expensive. As a general rule, business gifts having a total retail value of \$ 50 or less would not be objectionable and need not be reported to supervision. At the other extreme, business gifts ordinarily should not exceed a retail value of \$ 100, although it is recognized that there will be instances where a more expensive gift may be appropriate. In any event, the cost and nature of business gifts should always be commensurate with the circumstances.

The 3<sup>rd</sup> problem is what to give. The choice depends on a country's rules and traditions in the first place, but also on a personality and a post of a receiver as well. The key to good gift-giving in business is in knowing what is and what is not appropriate. The best way is to choose something neutral, it can be promotional items with your company name and/or logo on them, small electronic items, flowers, entertainment coupons or tickets, food, liquor and wine, travel or desk accessories.

In Belarus the phenomenon of gift giving also exists. Though it wasn't widespread earlier, with years, as business and corporate culture develops, it becomes a more and more common thing with various organizations and companies. Big companies have established a tradition by all means to congratulate their partners on the occasion of the company's or the general director's anniversary, national or professional holidays and to exchange souvenirs while negotiating.

While choosing a gift you should always keep in mind national, cultural and religious peculiarities or you can get in an awkward situation. There are some things that would be appropriate everywhere, but highly inappropriate in certain cultures.

In my opinion, gift-giving is an important part of international business communication. It's a well-known truth that a little effort in it can go a long way toward maintaining a good relationship and making a good impression. That's why people shouldn't avoid giving gifts but should be attentive and informed enough not to break the bounds of the permitted.

### **Литература**

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## **Специфика использования переводческих трансформаций при переводе художественного текста с русского языка на английский и с английского языка на русский**

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В переводческой деятельности особую проблему представляет несовпадение в грамматическом и лексическом строе языка оригинала и языка перевода, которое вызывает необходимость использования переводчиком приемов, направленных на достижение эквивалентности текста оригинала тексту перевода. Эквивалентность, зачастую, достигается не просто переводом от-