

Cambodia, China, India, Japan, Korea, Malaysia, Pakistan, the Philippine Islands, Thailand, and Vietnam. It includes “Asian Indian”, “Chinese”, “Filipino”, “Korean”, “Japanese”, “Vietnamese”, and “Other Asian”¹ [1].

Из всего выше сказанного можно сделать вывод, что демографическая статистика Соединенных Штатов Америки ориентируется в основном на расы, а не на этносы или языки. Однако, расовая структура США принимает довольно размытый расово-этнический характер с особым выделением группы испаноязычного населения.

Литература

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Some Glimpses of Business Etiquette in China

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While working in the global commercial environment, the knowledge of the impact of cultural differences is one of the keys to international business success. Improving levels of cultural awareness can help companies to build international competencies and enable individuals to become more globally sensitive.

It's suicidal to expect to do business without learning something about Chinese foreign culture. Unfortunately, western business people continue to fail in Asia because they don't understand the rules of the game and aren't behaviorally or mentally flexible enough to adapt.

I think it is necessary to remind that about 60% of the world production is released by China. Therefore the issue of business culture and etiquette of China is as relevant as ever at present. In China businessmen are carefully evaluating the business culture of the country they are going to interact with. However, unfortunately, in our country this equivalent of the business communication has been neglected [1, p. 250].

¹“Азиат. Лицо, происходящее от любой из групп коренного населения Дальнего Востока, Юго-Восточной Азии или Индийского субконтинента, включая, например, Камбоджу, Китай, Индию, Японию, Корею, Малайзию, Пакистан, Филиппины, Таиланд и Вьетнам. Включаются азиатские индийцы, китайцы, филиппинцы, корейцы, японцы, вьетнамцы и другие азиаты” (перевод автора – Т. П.).

Understanding the subtleties of business etiquette in China is of paramount importance if you hope to be successful in business interactions with the Chinese. For instance, at business and social meetings, gifts are always appreciated, but never offer your Chinese host flowers or a clock, as both these things are associated with death. However, you will do well if you offer a good quality bottle of alcohol, wrapped in elegant gold and red paper.

In many parts of the world, an initial greeting is accompanied by a handshake, but proper business etiquette in China does not involve this custom. Instead, Chinese businessmen often greet a person by offering a business card. Chinese names are traditionally written with the last name first and other names second. Business cards should be printed in English on one side and in your host's language on the other. In China, the card should be printed in black or gold ink. The exchange of business cards must be made properly. When you present your card, you do so with both hands. When you receive a card in return, thank the person and place the card gently in your jacket pocket.

If a handshake is granted, do not expect a second one at the end of the meeting. Never attempt to hug or even place your arm on the shoulder of a Chinese colleague and never offer a friendly kiss on the cheek as a greeting to someone of the opposite sex [2].

Business etiquette in China often involves dining out. Drinking alcohol is encouraged but if you do not drink, it is best to cite medical reasons so as not to offend your host.

Be aware that business etiquette in China rarely involves spouses, attending a business lunch or dinner, so do not attempt to bring yours if she or he accompanies you on the trip [2].

Unfortunately, there is an even greater potential for the Chinese and the Westerners to misunderstand each other due to different culture and business practices. To understand why that occurs, it is important to know some of the major differences underlying how people in two cultures think.

The Americans quickly establish business relationships, but their relationships are generally shallow and not particularly long lasting. Throughout the Orient, it takes time to develop the relationship, but once it's developed, it tends to last for a very long time.

If we don't take steps to understand the subtle aspects of Chinese culture and business practices, we will most likely never experience the sweetness of success.

The highest ranking person in your group should enter the room first, followed by the next highest ranking and so on. If you do not enter in this way, you may confuse the Chinese as who has seniority [1, p. 200].

In formal meetings, there are rules how certain guests should sit. For instance, guests are seated in descending order of rank with the interpreters sitting behind the principle speakers.

Unfortunately, creating a positive first impression is not enough. That's why it is important to underline some survival tips in conclusion: avoid talking politics or religion; if a Chinese person gives you a compliment, it is polite to deny it graciously; do learn a few words of Chinese, it shows an interest in your host's language and culture and it is also a very good icebreaker. And the main rule: do not try too hard to "go Chinese".

Nevertheless, the Chinese do not expect you to know all of their etiquette, and they make allowances for foreigners. Always be yourself.

Литература

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Политические штампы в массовом сознании

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В стилистике русского языка недостаточно исследованы вопросы, касающиеся изучения политических штампов. Одной из проблем в данной области является отсутствие систематизированных знаний об объекте. Политический штамп – шаблонное выражение, употребляемое в публицистике, журналистике, публичных выступлениях политических и государственных деятелей, программных документах политических партий и т. д. для того, чтобы в короткой, декларативной форме классифицировать (как правило, однозначно) и дать оценку политическим субъектам или явлениям.

Политический штамп, как номинативная единица, состоит из актуализатора и модификатора. Это позволяет конструировать новые штампы, используя базовый актуализатор и добавляя только соответствующий модификатор. Рассмотрим это на примере слова-модификатора «революция», имеющего сильнейший семантико-стилистический компонент. Оранжевая революция – культурная революция – бархатная революция – перманент-