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Аннотация: *Знания культуры являются неотъемлемой частью переводческой деятельности. Язык как зеркало культуры отражает все её богатство и разнообразие, опыт и знания, которые передаются из поколения в поколение. В связи с этим является актуальным осуществлять подготовку переводчиков на основе знаний кросскультурного общения, предусматривающих изучение культурных аспектов, которые являются ключом к взаимопониманию в процессе кросскультурного общения.*

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CULTURAL DIMENSIONS AS A VITAL FACTOR FOR CROSS-CULTURAL COMMUNICATION

Today cross-cultural communication classes can be found in Applied Linguistics within foreign language departments of many universities, and particularly at the Department of Theory and Practice of Translation of the Belarusian State University, where future translators and interpreters master unique skills in cross-linguistic and cross-cultural communication. The theory of cross-cultural communication offers a great heritage of knowledge and resources to identify and understand culture-specific communicative differences.

The knowledge should enable students to learn about the importance of cross-cultural communication in today's world, to examine, analyze and understand differences between cultures, to develop the awareness, knowledge and skills necessary to communicate effectively with other cultures.

One of the components of this knowledge is culture, a vital factor for cross-cultural communication. It identifies people participating in communication, the language they use, the resources they need for effective communication, and how they relate to one another.

Culture tells about groups of people that live in a certain area, it may tell about their customs, traditions, lifestyle and ethnic backgrounds. Moreover it may point out the religion they practice and the language they speak. Cultural and social values are mirrored in culture maps, brief sketches of values of various countries. They commonly include cross cultural comparisons on Hofstede's dimensions. Geert Hofstede, a Dutch social psychologist, who did a pioneering study of cultures across modern nations.

His cultural dimensions can help to explain why there is difference in behaviors of people with different culture backgrounds. With access to people working for the same organization in over 40 countries of the world, Hofstede collected cultural data and analyzed his findings. He identified some cultural dimensions that served to distinguish one culture from another. They are the following [1, 2]:

- *Power Distance:*

This dimension relates to the degree of equality/inequality between people in a particular society.

A country with a high Power Distance score both accepts and perpetuates inequalities between people. An example of such a society would be one that follows a caste system and in which upward mobility is very limited.

A low Power Distance indicates that a society does not emphasize differences in people's status, power or wealth. Equality is seen as the collective aim of society and upward mobility is common.

The UK scores in this dimension 35, US has 40, and Russia has 93.

- *Individualism (IDV) vs. Collectivism:*

This dimension focuses on the degree to which a society reinforces individual or collective achievement and interpersonal relationships.

High IDV emphasis on high valuation on people's time and their need for freedom:

- An enjoyment of challenges, and an expectation of rewards for hard work.
- Respecting for privacy.
- Encouraging debate and expression of own ideas.

Low IDV emphasis on building skills and becoming masters of something, it presupposes:

- Working for intrinsic rewards.
- Suppressing feelings and emotions to work in harmony.
- Showing respect for age and wisdom.
- Respecting traditions.

A low Individualism score points to a society that is more collectivist in nature. In such countries the ties between individuals are very strong and the family is given much more weight. In such societies members lean towards collective responsibility. According to Hofstede the UK scores 89, and US – 91. This therefore points to that fact that British and US cultures value and promote individuality.

- *Uncertainty Avoidance:*

This relates to the degree of anxiety that society members feel in uncertain or unknown situations. A country with a high Uncertainty Avoidance score will have a low tolerance towards uncertainty and ambiguity. As a result it is usually a very rule-orientated society and follows well defined and established laws, regulations and controls.

A low Uncertainty Avoidance score points to a society that is less concerned about ambiguity and uncertainty and has more tolerance towards variety and

experimentation. Such a society is less rule-orientated, readily accepts change and is willing to take risks. For this dimension the UK scores 35, US – 46, and Russia – 95.

This means that British culture is relatively open to taking risks and dealing with change. On a macro level this can be seen in the constant revision of laws and government structures. On a micro level, conflict or disagreement in the workplace, even with superiors, is considered healthy.

- *Masculinity vs. Femininity:*

This dimension pertains to the degree societies reinforce, or do not reinforce, the traditional masculine work role model of male achievement, control, and power.

A high Masculinity score indicates that a country experiences a higher degree of gender differentiation. In such cultures, males tend to dominate a significant portion of the society and power structure.

A low Masculinity score means a society has a lower level of differentiation between genders. In these cultures, females are treated equally to males in all aspects of the society. The UK scores 66, which indicates that it is somewhere in the middle. This may reflect the fact that British society and culture aims for equality between the sexes, yet a certain amount of gender bias still exists underneath the surface. US scores 62, and Russia scores 36.

- *Long Term Orientation* stands for the fostering of virtues oriented towards future rewards, in particular perseverance and thrift. Its opposite pole, *Short Term Orientation*, stands for the fostering of virtues related to the past and present, in particular, respect for tradition, preservation of ‘face’ and fulfilling social obligations.

We can’t but agree that these cultural dimensions are not stereotypes; they simply help people become more aware of cultural differences. And certainly these dimensions can be accepted as guides for successful cross-cultural communication, as they help predict some aspects of communication and escape misunderstanding.

Thus the knowledge about cultural dimensions of others is one of the main keys to the mutual understanding in communication across cultures. And this knowledge is obligatory for mastering unique language and cross-cultural communication skills.

Список литературы

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