

MAIN KEYS TO A SUCCESSFUL INTERNATIONAL COMMUNICATION

Nowadays, in the time of globalization, innovations, serious changes in economic, social spheres of all countries, as well as numerous historic movements, it is pretty much impossible to imagine the world without international cooperation in terms of politics, business, science, education, etc. We all have already come to the thought, that it is always great to be able to look at problems and possibilities from a fresh angle, so the perspective of our international colleagues is always valuable and helpful. Every kind of communication has some pitfalls hidden, but cross-cultural communication is an absolute winner at this point. Even though, throughout time, people have gained knowledge about surrounding cultures and their main features, it is still not enough for a successful intercultural negotiation.

When working with representatives of a different nationality, the next factors should be considered:

- Nation's psychology. All the nations have a unique historical and social background, which at some period of time have designed their lifestyle, way of thinking, attitude to certain countries, perception, traditions, and stereotypes. It means that we should understand that we cannot change others, for their behavior is a consequence of complex factors.

- Language and its features. Nearly every nation has its own language, and due to that factor, it comes to be a reason for misunderstandings between cultures. So, when learning the language of an international colleague, it is crucial to keep in mind that the mechanism and structure of it might be different from the native language. Also, consider the fact, that beloved by the majority of people ordinary sayings and proverbs of a native language, will most likely sound differently in comparison to the foreign language, so it is better to learn the basic ones.

- Verbal, non-verbal, and para-verbal communication. In order to not experience too strong of a culture shock, it is recommended to learn about the characteristics of the behavior of a specific nationality and its etiquette. By that, it is meant to learn about the best ways of engagement with nationalities, considering, how they usually act, react and make decisions verbally and not.

In conclusion, in order to attain successful cross-cultural communication, we should be open to cognition of other culture's perceptions, its physiologic, social, and cultural differences, be ready for international cooperation, be able to understand the difference between collective and individual qualities in the communicative behavior of different nationalities, ruin stereotypes and be a worthy representative of our own country.

References:

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INTRA-AFRICAN TRADE AS A SUSTAINABLE DEVELOPMENT FACTORS

Africa is the world's second-largest and second-most populous continent, after Asia in both cases. The continent of Africa is commonly divided into five regions or sub-regions, four of which are in Sub-Saharan Africa. African regions are treated under the titles Central Africa, eastern Africa, North Africa, Southern Africa, and western Africa.

Trade is widely accepted as an important engine of economic growth and development. As a consequence, Africa remains the most aid-dependent continent of the world, unable to eliminate poverty through trade.

Intra-African Trade is defined as the trade in goods and services between or among African countries and the flow of goods and services between Africa and Africans in the Diaspora.

Trade is critically important to economic development. Right now, Africa has about 2% of all world trade, which is hard to believe when you think about all of the tremendous resources that they have – oil, diamonds, gold, etc. not to mention all the agricultural products such as coffee, tea and cocoa.

However, the COVID-19 pandemic has inevitably caused a slowdown and a decrease in demand for goods that are moving cross-border therefore trade in general will probably suffer. Because of the pandemic, trade has become slow because the border has been close not allowing goods to flow through borders.

Problems for Intra-African Trade.

- Productive capacity: Africa's economy overly dependent on the production and export of primary products. No specialization, value addition or development of a chain production system between African countries and limited capacity in the manufacturing sector.

- Inadequate infrastructure: No internal network to allow intra-African trade and limited networks of road, rail, air and waterways. Transport cost in Africa is the highest in the world.

- Trade facility constraints: Customs and administrative procedures and regulation is the most complex issues in Africa. Inefficient and costly transit systems due to numerous informal roadblocks along trade corridors.