

- Be open
- Be ready to compromise
- If necessary, use the services of an interpreter

Conclusion: Therefore, the prerequisites for successful business communication between representatives of different cultural territories are equal treatment of other cultures, intercultural competence, knowledge of national customs and traditions, peculiarities of the country's business culture. Adhering to the rules of business etiquette and understanding intercultural differences will help to establish effective communication with partners from other countries, which will ultimately lead to success in business.

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THE IMPORTANCE OF ETHICAL AWARENESS IN INTERNATIONAL COMMUNICATIONS

International communication is not just an exchange of information, but also a complex process of interaction between people with different cultural customs, values and expectations. The success of this process largely depends on ethical awareness - understanding and adhering to the principles of ethical behavior based on respect for the individual, cultural diversity and universal values. Ethical awareness in intercultural communications includes several important aspects. First of all, it requires respect for cultural diversity, which implies acceptance and understanding of different values, customs and norms of behavior between representatives of different cultures. It is important to avoid ethnocentrism, as this can lead to unfair comparisons of cultures.

The second aspect is honesty and truthfulness. In the context of intercultural communications, it is important to be honest and truthful in order to avoid misunderstandings and maintain the trust of the interlocutors. The third aspect involves openness and sincerity, which contribute to building trust and understanding between people from different cultures. It is important to be open to new ideas and cultural differences, as well as sincerely interested in the views and feelings of others.

An additional aspect is attention to non-verbal communication. Body language, facial expressions and intonation can have different meanings in different cultures, so it is important to be attentive to these signals to avoid misunderstandings. H&M and

their scandal in China are examples. In 2020, the Swedish clothing brand H&M was at the center of a scandal involving the use of cotton from the Uygur Autonomous Region of Xinjiang (China). There were reports that the company collaborated with factories that used forced labor of Uyghurs. H&M faces an ethical dilemma: continue to cooperate with factories in Xinjiang, risking damage to its reputation and ethical principles, or stop cooperating, risking losing access to cheap cotton and the Chinese market. The consequences were serious: H&M decided to stop cooperating with factories in Xinjiang, which led to a boycott by Chinese consumers and the company's loss of a significant part of the Chinese market.

Conclusion: Ethical awareness is not just a set of rules, but also a conscious choice that every person involved in intercultural communications makes. This choice is based on respect for the individual, cultural diversity and universal values. Ethical awareness is the key to successful and constructive communication in a globalized world.

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CROSS-CULTURAL COMMUNICATIONS AS A MEANS OF INTERACTION IN THE GLOBAL BUSINESS ENVIRONMENT

Effective cross-cultural communications in the global business environment is critical to the success of multinational companies and organizations operating in diverse markets. This requires an understanding of cultural differences in communication styles and relationships, norms, values and etiquette. What may be considered appropriate or effective communication in one culture may not be considered the same in another. Awareness of cultural nuances helps to avoid misunderstandings and misinterpretations. Cross-cultural communications foster trust and strengthen relationships with stakeholders, including customers, partners and employees from different cultural backgrounds. When people feel understood and respected, they are more likely to cooperate and enter into fruitful business relationships.

Effective cross-cultural communications promote cooperation and teamwork among employees from different backgrounds. Clear communication channels, open dialogue and mutual respect contribute to a more cohesive and productive team despite cultural differences. Quite often, language differences can be a significant obstacle to effective communication in the cross-cultural environment. In the process of