

## **BUSINESS ETIQUETTE AND CROSS CULTURAL COMMUNICATION**

In today's globalized world, business communication often transcends one culture. Understanding and following the rules of business etiquette in different cultures becomes a key factor in successful business. The problem of intercultural communication is especially acute when people with significant differences in views of the world, customs, morals, business etiquette, attitudes towards women, etc., meet. Such situations arise between representatives of, for example, European, American and Arab cultures. A prerequisite for successful business communication between representatives of different cultural regions is the attitude towards another culture as equal, intercultural competence, knowledge of national customs and traditions, specifics of national business and marketing strategies. There are also several aspects that need to be taken into account when working with different types of people.

### *Basic principles of business etiquette:*

- Punctuality: Come to the meeting on time
- Being late is considered impolite
- Courtesy: Treat your partner with courtesy and respect
- Attire: Please dress neatly and professionally
- Body language: Pay attention to body language and gestures
- Gifts: Giving gifts is not always appropriate. Please read the rules that apply to this crop in advance

### *Differences between cultures:*

- Greetings: In some cultures, it is customary to hug or kiss people when meeting them
- Business Hierarchy: Some cultures have clear hierarchies and it is important to know your place within them
- Language: Let's consider the peculiarities of language and non-verbal communication in different cultures
- Humor: Humor is perceived differently in different cultures
- Business Negotiations: In some cultures it is customary to negotiate and in others it is not
- Doing business: In some cultures it is customary to establish a personal relationship before starting business negotiations, while in others it is not

### *Tips for successful cross-cultural communication:*

- Be open and patient
- Learn the basics of your partner's culture
- Please respect the customs and traditions of other culture
- Avoid stereotypes and prejudices
- Communicate clearly and succinctly
- Ask to avoid misunderstandings

- 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.

### **References:**

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*Volodymyr Kushnir*  
West Ukrainian National University  
Ternopil

## **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