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PRACTICAL IMPLEMENTATION OF INTERCULTURAL SKILLS IN THE SPHERE OF INFORMATION TECHNOLOGIES

Professional environments are expanding. In most companies, employers count different languages, religions and customs nowadays. Moreover, customers and suppliers are increasingly scattered geographically. Foreign language competence is of a high practical value for successful competition on the labor market, is an urgent need to obtain information and is an important component of a professional image [1, p.169]. Employers expect their staff to conduct harmonious and well-coordinated working partnerships across different cultures. Ideally, they should be familiar with their own and interlocutor's culture, consider it critically and understand what impact the difference between them has on the process of their contact. Intercultural competence is a key to the success of both internationalization and the success of personal and professional relations in the globalized world [6].

Being engaged in international IT companies, we aim our investigation at highlighting the most essential practical steps and working out the guidelines that may help applicants improve their intercultural communication skills getting more chances to be employed for the desired position. We classify them as preparation, the very communication and reflection. We also agree that culturological competence includes affective (empathy and tolerance), cognitive (specific cultural knowledge) and process elements (strategies, which are used in the situations of intercultural contacts and are aimed at effective communicative interaction by finding similar cultural elements and showing readiness for mutual understanding) [4, p. 20].

Before start, it is expedient to do research and find out whom you will be dealing with. This preparation step will help you understand what you can or cannot expect the outcome of the conversation to be. Obvious things for you may seem strange for your interlocutor.

Give your business partner or colleague respect by simply learning to say «Hello» in their native language. This will show how much you appreciate them and their culture.

During the conversation, listen carefully and look at their behavior. Pay particular attention to how they respond to different transmission styles, and look for similarities to your own culture.

Forget the stereotypes you may have had about your interlocutor's culture. Each person is an individual with his or her preferences.

Make sure you are on the same page with your collocutor and help yourself by asking clarifying questions to avoid misunderstanding.

After the conversation, it is a good idea to reflect on strengths and weaknesses, analyze what should be done to prevent misunderstandings and make communication more effective.

Currently, there is a lot of collaboration with the representatives of IT companies who are of Indian origin. The first impression of our practical experience was that it was difficult at first to understand exactly what the employees from India were saying. The situation changed with the flow of time giving grounds to realize that they think differently, speak quickly, and can ask a lot of questions that are not important or superfluous, but they are used to this way of communication. It serves as an example of some stages of intercultural communication offered by M.J. Bennet [3]. Our intercultural sensitivity have gone through denial, acceptance and adaptation. It was also interesting to note that their voices absolutely don't match their age. One may imagine speaking with 20-25 year old people until you see them and realize that they are around 40. One of the most striking observations is that they speak very fast and change topics so quickly that it is necessary to keep in mind the original thought – the reason for the call or deal. In this case, some time was spent on getting used to the Indian culture of fast-changing topics during the conversation. We are sure to state that preparation with a little research would decrease the time of adaptation.

One may jump into a false conclusion that native speakers understand all accents. We witnessed the situation when Americans had trouble understanding the Irish accent and even could not identify that it was actually English.

Latin American developers are increasingly frequent partners in software projects as technology is a growing industry there. Latin Americans have unique dialogue styles that can have different meanings in different contexts

and their communication strategies include nonverbal cues, power dynamics, and informal speech. Latin Americans are taking into account using nonverbal conversation making the ability to recognize nonverbal cues particularly important within software development teams.

For instance, Latin Americans find it offensive to make eye contact with a person in authority but in North America, eye contact is a sign of honesty and friendliness. If a Latin American stares into someone's eyes it may be a sign of disrespect, in North America it could be taken as flirting. The work culture in Latin America is collaborative, respects authority, is family-friendly, entrepreneurial, innovative, and emphasizes quality. Some things Latin Americans find disrespectful in the workplace are lateness, flakiness, interrupting others, making sarcastic remarks, and dressing inappropriately [5].

It is worth mentioning that intercultural companies employ strategies that foster communication, collaboration, and mutual respect such as language classes and cultural training. An intercultural company may also have policies that support employees from other countries such as mentorship programs, flexible work arrangements, and equal opportunity practices [5].

The analysis of various online sources as well as our practical experience have enabled us to outline three basic rules that will be useful during international communication:

- KISS – the best, easiest and the most universal rule. The abbreviation stands for «Keep it simple and stupid». Never complicate the things, which can be simple. Do not use unnecessary words from C2 level of English; it can only cause misunderstanding.

- BLUF – rule needs to be remembered each time you try to explain or ask something. Bottom line up front is the practice of beginning a message with its key information (the «bottom line»). This provides the interlocutor with the most important information first [2].

- SUCCESS is a rule set for business relationships. Each letter stands for a certain word: simplify, unify, condense, check, express, say, structure. Follow these steps in your speech to make it as clear as possible.

Information technologies are rapidly developing as global business going beyond domestic markets. They tend to be faced with various issues of diversity: cultural, geographical, religious, ethnical, etc. Much work should be done to be a good fit for an international team. It is a sign of high level of cultural intelligence and professionalism. Never stop improving your intercultural skills and the best opportunities will come your way.

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ЯВИЩЕ ЛЕКСИЧНОГО ЗАПОЗИЧЕННЯ З АНГЛІЙСЬКОЇ ТА ІТАЛІЙСЬКОЇ МОВ В КОНТЕКСТІ ВЗАЄМОДІЇ КУЛЬТУР

Мультикультурний характер сучасного суспільства і розвиток цифрових технологій впливають на спосіб спілкування між представниками різних культурних реалій. Разом із фонаційними, оптико-кінетичними, проксемічними та іншими екстралінгвістичними способами взаємодії мовне спілкування є одним із найважливіших аспектів міжкультурних контактів. Побудова комунікативної сторони взаємин представників різних лінгвокультурних спільнот є значущим чинником міжнародної взаємодії. «Кожен культурний світ діє відповідно до власної внутрішньої динаміки, власних принципів і власних законів – писаних і неписаних» [5, с. 3]. Люди є частиною багатогранних історико-культурних та соціальних реалій. В