

THE ROLE OF CROSS-CULTURAL COMMUNICATION IN THE MANAGEMENT OF ORGANIZATIONS

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The article is devoted to the question of the role of cross-cultural communication in the management of organizations.

An attention is focused on the level of cross-cultural communication, the importance of establishing the correct work of a company.

It is underlined that the cross-cultural communication is an important element of communication with business partners from other cultures, which develops the ability to adjust to the rapid changes of conditions in the business environment, creates a positive image of the company.

In the main part of the work is shown that the cross-cultural communication will help to erase the cultural barriers, find shared goals, and unite the employees in achieving the main goal.

Effective communication, both inside and outside the company, should be built taking into account socio-cultural features of every nation.

Thus, the cross-cultural communication is to combine or take into account the positive traits of national cultures, which will make it clear for everyone.

The author draws attention to the fact that the main reasons for the transformation of the format of cross-cultural communication can be in the following communication barriers: the level of tolerance in the team; the use of verbal and nonverbal means of communication; consideration of the etic and emic elements; the tendency to regard the world through cultural filters; the stereotypes

of perception and behaviour; uncertainty or ambiguity regarding the basic rules.

That is why a special attention should be given to the work of overcoming these problems. Ethics plays an important role in this process.

The ethical approaches, best of all, reveal the principles of cross-cultural communication.

As a result, in the work under consideration, the attention is given not only to their importance but also to the methods of implementation, as a basis for the formation of cross-cultural communication.

Being engaged in designing an effective model of cross-cultural communication, one should use the culturological model of a British scientist Richard Lewis.

It gives the possibility to place the different types and features of the behaviour of the population in a way that would show the relationship of the world cultures, make the manager's job easier in conducting the international affairs.

A combination of Lewis's model with the basics of cross-cultural communications creates the basis for professional mobility, involves entrepreneurs and managers to the world standards, increases the opportunities for professional self-realization based on communication and tolerance, which in its turn, allows running business successfully due to conditions of different business cultures, builds intercultural, determine causes of intercultural conflicts and prevents them.