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BELARUSIAN-CHINESE CULTURAL COOPERATION

This paper focuses on the relationship between the Republic of Belarus and the People's Republic of China in the sphere of culture. Nowadays we increasingly more often hear the term “international cultural cooperation”. In general usage, the term international cultural cooperation refers to both public and private and to both national and international efforts to promote the transmission of knowledge, skills, arts, and information across national boundaries. It includes such activities as exchanges of students and scholars, technical assistance programs, and informational programs through mass media.

The aims of international cultural cooperation are: to spread knowledge, to stimulate talent and to enrich cultures, to develop peaceful relations and friendship among the peoples and bring about a better understanding of each other's way of life, to raise the level of the spiritual and material life of people in all parts of the world. That's why it is very important for each citizen to be aware of the cross-cultural cooperation of his country.

The aim of the paper is to describe the main peculiarities of Belarusian-Chinese cultural cooperation, prove the thesis that Belarus and China are not only partners but true friends. This project work is quite relevant because this year is the 25th anniversary of Belarusian-Chinese productive collaboration.

The following tasks were set to achieve goals: to study general tendencies of development of the bilateral cultural cooperation, to analyze forecasts for the future, to explore why cross-cultural cooperation is so important.

One of the most important economic and cultural partners of Belarus is China. The history of bilateral relations began on January 20, 1992. The development of the relations with China is a strategic direction of the foreign policy of the Republic of Belarus. It is essential, that Belarusian-Chinese contacts

are dynamically developing. The countries successfully cooperate in international organizations, providing mutual support on fundamental issues [1; 2].

The Commission for Cultural Cooperation of the Belarusian-Chinese Intergovernmental Committee carries out some activities. On September 4, 2014 in Beijing, an Agreement was signed between the Government of the Republic of Belarus and the Government of the People's Republic of China on establishment of the Belarus-China Intergovernmental Cooperation Committee. The tasks of the committee include the expansion, consolidation, intensification of cooperation between the Republic of Belarus and the People's Republic of China in the field of culture.

As for cross-cultural cooperation, Belarus and China have a long history of valuable cooperation in the field of science and technology, education and cultural aspects. From Belarus, an initiative has been put forward to choose a city in every country of the Silk Road that, like Dunhuang in China, could become a symbolic cultural gateway to the Silk Road. In Belarus, Grodno, one of the ancient cities of Belarus with a rich history and traditions, was proposed as such a city [1].

There is an active assistance in organizing tours of artistic groups of both countries. For example, talented people of both countries performed took part in the XXIII Minsk International Film Festival, 25th International Festival of Arts "Slavianski Bazaar in Vitebsk", the opening ceremony of the Chinese Culture Center.

Apart from this, the Belarusian-Chinese Innovation Center was established in 2010. It was created to facilitate the expansion of business and scientific contacts of structural units of the BSU with scientific and educational institutions and enterprises of the People's Republic of China, as well as to effectively coordinate the implementation of joint scientific and technological projects.

According to the official statistics data, out of 15 thousand 126 foreign students studying in Belarus in the 2016/2017 academic year 759 (5%) are representatives of the People's Republic of China. It is the 4th place after students of such countries as Turkmenistan, Russia and Iran.

Many Belarusian universities provide training for Chinese students at all levels of higher education. BSEU is not the exception. The university offers training at the Pre-University Department for foreign citizens who intend to continue studies at BSEU as undergraduate, master, or doctoral students. During the entire period of studies international students are full participants of their School and University social, scientific, sports, and cultural life. They can use all the facilities of library, gym, canteen, study rooms. In other words, they are full participants in the learning process.

International students can develop their scientific abilities and creativity through active involvement in student scientific conferences, contests in amateur arts, concerts, festivals and other cultural entertainment events held at the university, city and national levels. The Chinese students have an opportunity to learn cultural and national traditions of the Belarusian people in the BSEU history museum. It contains a collection of more than 1500 exhibits. The Department of the Belarusian and Russian languages, student councils and Dean's office for international students organize a program of visiting historical and cultural places in Belarus [5].

Also, Chinese is taught by native speakers of the People's Republic of China in BSEU. They are rather young teachers, so colleagues of the School of the English and Oriental Languages actively collaborate with them in teaching and science, in the preparation of classes, international projects and events, go on excursions, attend interesting exhibitions, accompanied by Belarusian students.

The experience of cooperation with Belarus in education and culture is important for China. Charge d'Affaires of China to Belarus Luo Zhanhui made the statement during the event held on 30 December in anticipation of the year 2017 when the 25th anniversary of Belarusian-Chinese diplomatic relations was marked. Luo Zhanhui said he believes that getting to know each other's traditions makes mutual understanding stronger this is why the organization of concerts and soirees to popularize Chinese culture in Belarus and Belarusian culture in China is important. Chinese students arranged a concert in the Minsk State Linguistic University in anticipation of the New Year celebration. The concert was organized by the Education Department of the Embassy of China in Belarus and the Union of Chinese Students in Belarus. The concert featured both modern and traditional Chinese culture. The concert began with a dance of the Dragon and a dance of the Lion. The show featured choir singing and solo singing, a medley of pop songs and folk songs, plays, and Chinese national dances. The young Chinese artists demonstrated outstanding skills. In some of the numbers dancing, acrobatics, wushu, and dagger fighting were closely intertwined. The spectators were truly delighted with the performance. Many of the artists, who performed on the stage that evening, intend to pursue professional careers in choreography and singing. For some the performance was just a hobby. In either case Chinese students in Belarus remember their national traditions and get familiar with Belarusian art at the same time [4].

There are Confucius Institutes in Minsk. The mission of Confucius institutes is to contribute to global cultural diversity and harmony through teaching Chinese language and culture. The Institutes seek to enable everyone

interested in learning Chinese to pursue their aim by meeting the demands of the overseas learners to the utmost degree.

As Belarus and China have a long history of fruitful cooperation in the fields of science and technology, the establishment of a Sci-Tech oriented Confucius Institute was just a

The latest event in the field of culture and education in bilateral relations is the opening of the Belarusian-Chinese philosophy and culture research center during the congress at the NASB on the 19 of October. It will contribute to the intensification of contacts between our academic institutions and the development of the Silk Road.

The project of presentation of a series of translations “Light signs. Poets of China” cannot stay without attention, because it is an excellent example of cultural cooperation between Belarus and China, the joint implementation of the concept of “One Belt and One Way” [3].

Plans for the future cooperation provide: the organization of performances of creative collectives on the territory of the two countries within the framework of competitions and festivals, holding of exchange Days of Culture, Days of Cinema, cooperation in the field of museum business, education in the sphere of culture, librarianship, cinematography [2].

The conducted research has shown that Belarusian-Chinese partnership in the sphere of culture is highly praised, two countries are true friends, through the means of cross-cultural cooperation people are spiritually developing, learn new facts about culture of fraternal peoples, become a little closer to each other, keeping in mind that only through international cooperation humanity can solve global problems and, as a result, make this world better.

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ОСОБЕННОСТИ КОММУНИКАЦИОННОГО МЕНЕДЖМЕНТА В МЕЖДУНАРОДНЫХ ОРГАНИЗАЦИЯХ

Коммуникация является одним из важнейших доминирующих направлений деятельности в организациях. Простейшие формы человеческого взаимодействия базируются на общении. Соответственно функционирование и выживание организаций основано на эффективных взаимоотношениях между отдельными лицами и группами. С помощью коммуникации осуществляется координация деятельности для достижения поставленных целей, что важно для процесса социализации, принятия решений и управления изменениями процессов. Коммуникация является как стратегическим инструментом, так и стратегией как таковой.

Посредством внутренней коммуникации сотрудники получают важную информацию относительно своей работы, организации, охраны труда. Данный стратегический инструмент позволяет менеджерам разделить миссии, ценности и видения деятельности организации со своими работниками. Коммуникация позволяет мотивировать сотрудников, укрепить их доверие, стимулировать взаимодействие в команде. Предоставляет возможность выражать эмоции, делиться амбициями и достижениями. Коммуникация является основой как для каждого сотрудника отдельно, так и для групп, так как дает четкое понятие о том, что есть организация, в которой они работают.

Однако на территории постсоветского пространства, коммуникации уделяется недостаточное внимание. Такой термин как «внутренняя коммуникация» либо не рассматривается вовсе, либо рассматривается исключительно с теоретической стороны. В большинстве своем термин «коммуникация» рассматривается на основе простой модели коммуникации, в то время как зарубежные источники уже используют инновационные коммуникативные подходы на практике, что обуславливает уровень развития зарубежных предприятий и уровень удовлетворенности сотрудников. Поэтому именно эта тема была выбрана для исследования.

Цель данного исследования: анализ наиболее эффективных способов взаимодействия между управленческим аппаратом и подчиненными на основе теоретического материала и примерах практик международных