

billion. According to the Ministry of Industry and Trade, in almost all sectors of our light industry there is a decline in production. The textile and apparel manufacturing index in 2017 amounted to 97.5% from the 2016 level. The situation is “helped out” by blankets, rugs, knitted fabric, silk fabrics and overalls, but the production of dresses and sundresses fell by 11.5%, suits – by 10.7%, jackets – by 10.7% [2]. In Belarus, to solve the problem of “competition” of the Chinese national economy, tariff duties were introduced, which for exceeding the limit of goods from China (22 €) obliges to pay taxes. The introduction of duties in this case supports the policy of protectionism. That is, the government protects the national producer from competition from stronger and larger foreign ones. Such measures were actively taken around the world about 100 years ago, now the developed countries for the most part are trying to abandon them as ineffective.

Thus, in order to exclude such an impact on the economy of Chinese online shops, the government applies the policy of protectionism, which is a good support for national entrepreneurs.

References

1. Интернет-торговля как фактор, тормозящий развитие экономики [Электронный ресурс] // Русская планета. – Режим доступа: <http://rusplt.ru/society/alibaba-i-75-000-razboynikov-18773.html>. – Дата доступа: 30.10.2018.

2. Левит, Т. Маркетинговая миопия / Т. Левит // Классика маркетинга: сборник работ, оказавших наибольшее влияние на маркетинг : пер. с англ / сост.: Б. М. Энис, К. Т. Кокс, М. П. Моква ; пер. Т. Виноградова, Д. Раевская, Л. Царук, А. Чех ; под ред. Ю. Н. Каптуревского. – СПб.: Питер, 2001. – С. 11–34.

<http://edoc.bseu.by>

D. Rud

Д. С. Рудь

БГЭУ (Минск)

Научный руководитель Н. М. Эдвардс

AMERICAN VERBAL COMMUNICATIVE BEHAVIOR IN BUSINESS

АМЕРИКАНСКОЕ ВЕРБАЛЬНОЕ КОММУНИКАТИВНОЕ ПОВЕДЕНИЕ В ДЕЛОВЫХ СИТУАЦИЯХ

Currently, globalization is the most important process taking place in modern world. Therefore, it is obvious that the interdependence of different countries, peoples and cultures is growing, the role of intercultural communication in view of

expanding the boundaries of international cooperation is increasing, and new requirements for the quality of the intercultural process are formed. Since the United States of America have had traditionally the largest economy in the world and unlimited business opportunities, many companies seek cooperation with the Americans. To achieve mutual understanding with this nation, we need to study specific practices of business verbal communication and the choice of language means for implementing communicative intentions.

The object of research is American verbal behavior in business situations, the subject of research is the situation of business communication. The research objectives are as follows:

- to study the peculiarities of American verbal behavior of Americans in business

- to describe the phenomena that contribute to the development of verbal business communication (focusing attention on the phenomena of borrowings from other occupational areas, transcultural transference, transterminologization).

Description of verbal behavior begins with the extraction of dominant characteristics of a particular nation which reflect the personal attributes of the average nation's representative and distinguish them from other nations' average representatives. The dominant features of American communicative behavior conditioned by national character are reflected in various combinations in most communicative situations. In the context of this work, the attention is focused on competitive spirit, competitiveness, directness, energy, practicality, mobility. It is these dominant traits that determine the verbal behavior of the Americans. Directness and clarity, task-orientation and specifics, humor, desire to avoid silence, neglect of etiquette, the use of interjections and strong expressions are typical of this nation. American verbal communication in business is characterized by operating with facts, clarity of thought, precision and brevity. The low-contextual nature of the verbal behavior implicates open statement of business interests while retaining privacy. Courage in verbal behavior is expressed by the desire to explicate conflicts and readiness to take risks in business communication with a view to resolve them as soon as possible and move forward. American English used in business is marked by lexical richness due to such language tendencies as the process of transterminologization, transcultural transference, borrowing from narrow professional fields (for example, sports terminology and phraseological units). The phenomena mentioned provided business language with traces of competitiveness and excitement, positive thinking and dynamism of the communication process as a whole. American Business English dominance in the world inspires need for better understanding its meaning to verbally respond to specific language of business in the English-speaking environment.