

lustrate different ICT diffusion rates across countries and between regions, even among those with the same levels of economic development.

Economic development depends on accessible information and communication at all levels – governments should try to ensure that new information technologies are available to everyone.

The main direction of the impact of information and communication technologies (ICTs) on society is the impact on the structure of the economy, government policy, culture, science and education.

ICT has a major influence on the development of the national economy, and this has the effect of common and significant features in comparison with traditional technologies influence on the structure and growth of the economy.

Development and the role of modern communications in the transformation of the economy into communication require consideration of the main trends and prospects for the global ICT development. Thus, the effects of widespread distribution of ICT have economic and general social and specific personal character. They are intertwined problems of business, labor, family, society. These problems become more complex, since the rate of change of communication is increasing as a result of the spread of new communications often exceeds the capabilities of their perception.

ICTs radically change the human potential in the field of processing, storage, transmission and consumption of information, but at the same time require new skills and new ways of thinking. The presence of a wide range of information resources and communication tools than ever before, leads to the fact that the possession of information has become an important strategic advantage.

However, the realization of these benefits is possible in the development of the economy of communication, formation and development which should be directed to the benefit of society and individual.

THE EFFECTS OF GLOBALIZATION ON CROSS-CULTURAL COMMUNICATION

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Globalization is the interaction and integration among governments of various nations in business, science and culture. It's a process by which businesses, organizations develop international influence largely a result of deregulation and improved communication. Globalization has stimulated growth and prosperity; moreover, it has expanded possibilities for people all over the world. Above all, globalization has made an immense impact on communication. Because of this, humans have to deal with multiple ethnic groups and face lots of barriers. The reasons are obvious: different languages, perceptions, stereotypes, rules, habits, customs. Stuck

by misunderstanding while interacting with foreigners on the one hand, we frequently call them strange: «strange Americans», «strange Japanese», and on the other hand, they call us «strange» people.

In fact, the business world has become increasingly global, that's why the need for effective cross-cultural communication is essential. Thus, for every determined entrepreneur who wants to run any business abroad successfully and make his company profitable, the knowledge of effective cross-cultural communication is a must. In other words, cross-cultural understanding or cultural awareness is a key to successful communication in the contemporary globalized business environment.

Indeed, it's highly recommended to gain background information in an area of cross-cultural communication of a country you are intended to visit. There are huge differences in communication between people. Mainly, in some cultures, they can be loud, direct or even blunt and tend to interrupt others during a conversation. In others, they are typically soft-spoken, use indirect language and wait patiently for others to finish their sentences. For instance, in the United States and Germany, it is common for humans to speak loudly and be more assertive or aggressive when sharing ideas or giving direction. In countries like Japan, people typically speak softly and they are more passive about sharing ideas or making suggestions.

Besides, it's necessary to acquire practical skills in effective cross-cultural business communication. Firstly, hand gestures can imply various meanings; hence it's essential to understand what they mean and how to use them. Those considered as good gestures in one country may be termed as offensive in another. Mainly, the thumb up in most American and European cultures signifies that things are going according to your arranged plans or something you approve of. However, in Islamic and Asian countries this gesture is thought to be rude.

Secondly, eye contact should be taken into account while conversing with non-native speakers because it can be viewed in a different way. For example, in the USA and Canada an intermittent eye contact is extremely significant in delivering interest and attention. In many Middle Eastern cultures, an intense eye contact between the same genders is a symbol of trust and sincerity; however, between opposite genders it's inappropriate. Additionally, in Asian, African and Latin American cultures an extended eye contact is deemed as a «challenge». On the contrary, the Japanese inclined to consider even a brief eye contact uncomfortable and insulting.

Thirdly, time is of utmost importance while interacting on a global scale. There exist various interpretations of «being on time». Principally, in some cultures time is seen as being a limited resource which is constantly being used up. For instance, in Germany punctuality is a virtue. It's insulting to waste someone's time, to be late for appointments: it's a token of disregard for those with whom you communicate. But in cultures where time is plentiful, like India or Latin America, there is no problem with making people wait all day and then tell them to come back the next day.

In conclusion, it's significant that humans should realize the potential problems of cross-cultural communication caused by globalization and make a conscious effort to overcome them.