

LANGUAGE SKILLS AND CULTURAL AWARENESS IN INTERCULTURAL COMMUNICATION WITH GERMAN PARTNERS

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Abstract: *the article analyzes the importance of language skills and cultural awareness in intercultural communication. One of the main parts of the cultural awareness is the knowledge of the values of the nation. We analyze values of the nation through the phraseological units of the language in the article. The article presents examples of intercultural communication with German partners. Business and personal communication with the Germans in this difficult period of sanctions can maintain adequate intercultural communication both at the personal level, both in business and entrepreneurship.*

Keywords: *intercultural communication, culture, value, nation, German, language, phraseological units.*

ЯЗЫКОВЫЕ НАВЫКИ И ЗНАНИЕ КУЛЬТУРЫ В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ С НЕМЕЦКИМИ ПАРТНЕРАМИ Скачёва Н.В. (Российская Федерация)

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Аннотация: *в статье анализируется важность языковых навыков и знания культуры в межкультурной коммуникации. Одна из важных частей знания культуры - это знание ценностей народа. В статье мы анализируем ценности народа посредством фразеологических единиц в языке. В статье приводятся примеры межкультурной коммуникации с немецкими партнерами. Деловая и личная коммуникация с немцами в этот сложный период санкций может поддерживать адекватную межкультурную связь, как на личном уровне, так и в сфере бизнеса и предпринимательства.*

Ключевые слова: *межкультурная коммуникация, культура, ценности, нация, немцы, язык, фразеологические единицы.*

The interrelation of language and culture takes the minds of scientist for many a year. That is pressing issue, especially in the field of intercultural communication. Language is the mirror of culture, and not only that real world that surrounds man, not just the real conditions of life, but also the public self-confidence of the people, the mentality, the national character, the way of life, tradition, customs, morality, the system of values, the world view, the vision of the world is reflected [5, p. 185]. Especially bright values of the nation are reflected in phraseological units.

It may be a lot of various barriers in a process of intercultural communication. There may be several reasons for this. If you do not take into account physical hindrances, interference from the environment, then from the side of the communicator, it can be linguistic, psychological and cultural barriers. Certainly, a special place is occupied by the knowledge of the language. It is a lexical and grammatical base. But the important and decisive role here is played by the knowledge of culture, value system of nation. Otherwise, cultural barriers may arise, that can result from lack of knowledge of the national character, cultural pictures of the world, different stereotypes, and also value system. In order to prevent cultural interference between recipients, it is necessary, according to Milton J. Bennett's model, to recognize cultural differences and respect the value system of another nation [1, p. 112]. The following step is empathy. The feeling of empathy develops in a person by studying another culture, trying to understand the value orientations of another nation. With ignorance and unwillingness to know foreign culture, there may be conflicts of cultures. With ignorance and unwillingness to know foreign culture, there may be conflicts of cultures. In this case, the reason is mainly sought in another. According to Edward Hall's research, the success of intercultural communication largely depends on the knowledge of the value system and norms of another culture [4, p. 54]. Norms here refer to generally accepted standards for a particular culture, which directly relates to the moral component of society. Communicators of the culture unconsciously use the generally accepted norms and value system of their nation, without even noticing it.

In the education system in Russia, the study of intercultural communication began with the study of foreign languages. This is due to the fact that after learning a foreign language, the interpreter understands that this is not enough to adequately communicate with a foreigner, it is necessary to further study the culture.

Intercultural education in Russia is at the stage of formation, that's why many individuals have to self-educate themselves; they themselves seek additional sources of knowledge for adequate intercultural communication. Therefore, our work will be useful to those who are additionally interested in German culture.

Germany is the engine of world progress, one of the leaders in exports and patent inventions, the manufacturer of technical innovations, from the production of machines to the production of medical equipment. Business and personal communication with the Germans in this difficult period of sanctions can maintain adequate intercultural communication both at the personal level, both in business and entrepreneurship. Here we are talking more about the interpersonal level of business communication and the business communication of small groups. In any case, the final subject of communication is the individual. The value orientation of the individual appears in the course of socialization and culture of your nation. This is the basis for behavior and decision-making in everyday life. The values of the nation can change both over time and with changing circumstances, so they should be talked about only as about today's content. Therefore, in our work, we did a selection of the corpus of phraseological units, which are currently used by native speakers.

The selection of phraseological units was based on personal interviews conducted in 2015. The interviewing method helped us to identify the phraseological units that are often used by the speakers of German culture in their own opinion. In the interview, 30 people participated, at the age of 30-50 years of various specialties. They were asked questions: Do you know the phraseologisms or proverbs of the German language? What values do they describe in German culture? The interviewees just pointed out the following proverbs, reflecting the value of family, success and freedom.

Values of the nation and their meanings are specific and important for each people in a certain period of time, despite the fact that they may not be expressed and not realized. For example, what is about "family" value in German? The authoritarian-patriarchal model of the family has recently been observed, now the family relations are represented as the ratio of equal partners. So, look at the German proverb "Die Axt im Haus erspart Zimmermann" (an ax in the house saves carpenter costs). Now it sounds like die "Axt im Haus erspart den Schaeidungsrichter" (an ax in the house saves the costs of a divorce judge). This suggests that families began to get divorced much more often, that according to this time a new interpretation of the proverb appeared and went to the people. Or the proverb "Ein Mann ohne Frau ist ein Baum ohne Laub und Zweige" (a man without a wife - a tree without knots and leaves) shows us about the important role of women in a German family.

Sometimes different nations may have the same values, but different meanings of these values. For example, the values and meanings of freedom in German culture. The Germans value freedom of speech and the feeling that they live in a free world on free terms. While in Russia 86% of residents are afraid to express their opinion, although the value of freedom is inherent in us [2]. So in the German proverb *Dem Frieden die Freiheit* (freedom of the world) reflects the essence of the attitude to freedom.

The same proverb, depending on the context, may have a completely different meaning. Therefore, to determine the value it is necessary to know what meaning the communicator puts in the phraseological unit. For example, the phraseological unit "bei jemandem auf den Busch klopfen" can mean not only "scouting, snooping, sniffing", but also "scouting with skillful questions - sounding the ground". The proverb "sich bei jemandem lieb Kind of machen" means not only "please someone", but also "to curry favor with someone else." The proverb "seine Haut zu Markte tragen" means not only "to offer oneself in the labor market, to earn money on the panel" but also to "risk the latter for the sake of somebody.

Senses form values of the nation. In cultural texts we can read the coded values and meanings of the nation. So, in phraseological units, the value content (including the meanings) of the culture of the people is hidden. Often in order to reveal the meaning of the value content, it is necessary to turn to the etymology of the proverb. For example, the expression from Goethe's "Faust" tragedy, Gretchen asks Henry: *Wie hast du's mit der Religion?* [3]. Translation: How is it with your faith in God? At that time, the question of religion was an important and decisive issue. So there was a saying "Die Gretchenfrage stellen" ("Frage stellen"- to ask the question), that is the root question, the question of conscience, which is still used in German speech.

Knowledge of the meanings and values of the proverbs of German culture can prevent misunderstanding and conflicts in intercultural communication. The proverb *Reden sind silber, Schweigen sin Gold* does not mean at all that you need to be silent. In business communication, it is implied what specific goal and proposals you have for foreign entrepreneurs. Clear language is needed here. If you promised a German partner that you will do something before tomorrow, then certainly this should be done on time [6, p. 494].

According to an online survey conducted by "Booking for Business" [<https://www.booking.com/business.en-gb.html>] among 17,038 employees from 24 countries, 46% of employees around the world believe that the most important thing in business the trip is to hold successful meetings that contribute to the development of business. Nevertheless, this is not the only goal pursued by employees. Business trips help specialists develop their professional skills and gain valuable experience. So, 30% hope to learn and understand the new culture. Thus, the purpose of modern business trips is to develop not only business, but also the staff of staff. If the employee is competent, the image of the company is growing.

In the period from 5 to 30 June 2015, we were on a business trip to Germany to further improve the international activities of the Krasnoyarsk State Agrarian University (Order No. O-616 dated May 19, 2015). As part of this trip in addition to co-operation agreements, project staff training trip in one of the leading companies in the global market exclusive, individual interior decoration “Deutsche Werkstätten Hellerau” (DWH) was performed. As part of this trip, in addition to cooperation agreements, a project was implemented to train employees in one of the leading enterprises in the world market, Deutsche Werkstätten Hellerau (DWH). Training took place at different levels and in various departments of the company, from production to marketing and PR departments. Unfortunately, we cannot say more about the training in this firm, since we signed a non-disclosure agreement. However, we can say with confidence that knowledge of culture, values of the nation, and their contents is necessary for business trips to Germany. For example, in such German proverbs “Man muss up-to-date sein”, “am Ball sein (bleiben)”, “Himmel und Hölle in Bewegung setzen”, “etwas aus dem Effeff verstehen (beherrschen)” reflects not just the value of success, but the such value content as success as a favorable outcome, a good result. That is, the result of the work is important here. You have to do everything possible to succeed (Himmel und Hölle in Bewegung setzen), to own initiative (am Ball sein), an excellent understanding of reality (die Sache aus dem Effeff verstehen) and be a trend (muss up-to-date sein).

So at the final presentation, attended by employees and the head of the enterprise, we demonstrated not only knowledge in certain areas, but showed the skills and skills of intercultural communication. In the Certificate of Practice issued by Deutsche Werkstätten Hellerau, it is said that N.V. Skacheva showed herself with a friendly open and courteous side and was able to achieve good working results. This was achieved due to the adequate intercultural competence of the employee, her knowledge of the German language and German culture, including values of the nation, values of cultural content.

Thus, in order to achieve adequate intercultural communication, the intercultural competence of the employee or employees is necessary. Intercultural competence of the employee influences the holding of successful meetings that facilitate the conclusion of transactions, contracts and business development in general, as well as the development of the professional skills of the employee, which raises the image and status of the company or organization.

In the field of vision of an individual or a group, only what they can reflect is included. But often it happens that any value, its content and meaning is not a subject of reflection of another people, accordingly it is not accepted. From here, conflicts in intercultural communication between representatives of different peoples can arise. Knowledge of the meanings and values of German culture can prevent misunderstandings and conflicts in intercultural communication with the Germans both at the interpersonal level and in the communication of small groups.

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