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GENERAL IMPACTS OF CULTURE ON BUSINESS NEGOTIATIONS

In international business settings, the progress of the negotiation process and the parties' apprehension of their relationship are under the influence of some factors, among which cultural differences play a crucial role. Culture is a major determinant of strategies and tactics in international business negotiations, because negotiations involve communication, time and power and these variables differ across cultures. Cultural differences create a challenge to the negotiators involved, and demand understanding as well as flexibility. An ability to assess these differences and properly handle the consequences is essential for achieving success in international business negotiations.

Culture has influences over all the basic elements of negotiation. It can influence the behavioral predispositions of negotiators. For example, some cultures place group over the individual, some to the contrary. This kind of distinction stemming from their respective cultures will inevitably have different influence on people's attitude toward power distance among social members, people's basis for trust, people's goal orientation, people's way of making decisions and people's tendency to take risks.

Culture has impacts on people's perception of negotiation and consequently the strategies they take. Some cultures regard the negotiation as a problem-solving process and are more likely to adopt an integrative strategy while some others tend to see it as a competition and have a strong aversion to the concept of «compromise». People from some cultures are long-term oriented and they can sacrifice short-term profits if they can sense future gains whereas people from some other cultures are short-term oriented and try to get as much as they can in the one-off deal. People also have different outcome orientations. People from some cultures look for a contract while others for a relationship. Some prefer a detailed written agreement, others an agreement with general guidelines.

Culture also influences the structure of the negotiation. Preference for sites and dates differs across cultures. Some cultures regard time as money and would like to set fixed agendas, but some feel that time is abundant and humans should not follow blindly the timetable.

Negotiators bring to the negotiating table the values, beliefs and background interference of their own culture. These elements influence, without their awareness, their conceptualization of the negotiation process, the objectives they seek in the negotiation, the means they adopt to pursue their goals and the expectations they hold of the behaviors of their partners. Ample evidence exists that negotiation rules and practice differ across cultures.

Cultural differences have a profound impact on how successfully or unsuccessfully the parties are able to negotiate. They can generate misunderstandings, sow

the seeds of distrust, generate negative emotions among the negotiators. When negotiators differ in their basic thought processes, misunderstandings are all but inevitable. For example, Americans are generally not as concerned with building long-term associations as they are with getting their immediate business issues resolved (just as Americans are not as concerned about the long-term business picture as they are about quarterly profits). This means that Americans enter the first meeting expecting an issue-oriented outcome, often through a process of bargaining. For Chinese, however, bargaining too soon can be a sign of untrustworthiness. In Chinese culture it is customary for the negotiators to strive to establish a relationship prior to dealing with task-related issues; resolving a particular issue is simply not the first goal. Their misunderstandings of each other obviously originate from their different thought processes. As a matter of fact, there are a myriad of ways through which conflicting patterns of thinking may impede effective negotiating.

The irony is that negotiators might not even be aware of the fact that they are making biased judgments! The inability to recognize the partiality of the judgments made by negotiators has a number of consequences. First, it can slow down the process of any negotiations, if not disrupt them entirely. Second, misunderstandings prevent negotiators from maximizing joint gains from the business interaction. Moreover, cultural differences can also damage trust between sides in a negotiation. When negotiators do not trust each other they are unlikely to share information for fear of being taken advantage of. Finally, the lack of trust lessens the motivation of the negotiators to bridge the differences that exist between them.

The consequences resulting from cultural differences are a great danger for smooth negotiation in the international setting. Therefore, understanding the different cultural environments that exist among nations and considering cultural differences in all facets of business are of great significance to the operation of international business negotiations. Transcending cultural limits is a formidable but essential task if negotiations with foreign parties are to succeed.

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ИНФОРМАЦИОННОЕ ТЕЛЕВИДЕНИЕ: ЭКОНОМИЧЕСКИЕ РЕПОРТАЖИ И ИХ ВЛИЯНИЕ НА ЗРИТЕЛЕЙ

Актуальность темы. Экономические репортажи оказывают огромное влияние на телезрителей, формируют общественное мнение. Новости являются своеобразным рычагом воздействия на эмоциональное состояние людей, их мироощущение, отношение к происходящим событиям и ожидаемому будущему. Новостной текст, который мы слышим с экранов телевидения, способен как разжечь панику в обществе, так и успокоить граждан. Важными структурными компонентами новостных программ являются приемы построения и подачи информации.