

The audience of your internet-based advertising can be as broad or specific as you would like, but if your audience is a more traditional one, you may struggle to find the correct audience through traditional online channels.

In conclusion, the advertising of agricultural products includes all kinds of communication with individuals, groups, or organizations to directly or indirectly facilitate exchange by informing and persuading them to accept an organization product or service. There are two major ways that promotion can occur: through personal selling, as in a store; and through advertising, as in a newspaper, internet, etc. Advertisement of products helps agricultural companies generate profit, the lifeblood of economy. About half of each consumer dollar is spent on marketing activities.

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V. Nesterovich, N. Sysova

(Republic of Belarus)

Scientific supervisor N.V. Sysova

Belarusian State Agrarian Technical University

THE INFLUENCE OF CULTURE ON INTERNATIONAL BUSINESS NEGOTIATIONS

Cross-cultural communications support international business. The ability to conduct business across cultures is vital and indispensable. Not all the managers are prepared for such activity. Lots of major companies misjudge foreign business partners on distant markets. It leads to different misunderstandings in negotiations.

Therefore, in the case of negotiation between different cultures it is necessary to know the basic elements of the incompatibility of the negotiating parties. As the negotiation process without communication is impossible, therefore, impact of culture on the international business negotiations is significant. Values and norms, which are included in culture, can affect the negotiation either stronger or weaker.

In a negotiation context, culture not only influences a negotiation strategy but also the communication style. When negotiators differ in their basic thought processes, misunderstandings are all but inevitable. For example, Americans are generally not concerned with building long-term. 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.

Furthermore, 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.

In order to have an effective negotiation, negotiators have to understand the cultural differences between themselves and their counterparts. For instance the Chinese people prefer to build a long-term relationship with their counterparts whereas the British go straight to business rather than building a relationship with their counterparts. Social status is another issue; the British call one another by their first names whereas in China it is different. This is because the issue of superiority remains strong in China. Thus, one of the vital aspects that need to be examined for a successful negotiation is awareness of cultural differences.

Understanding of verbal and non-verbal communication and the interplay between cross-cultural partners is essential in business negotiations too, because of the influences of religion, etiquette, customs and politics. These four influences mediate communication far beyond mere language differences and dictate the international business setting.

Within verbal communication the following areas deserve attention: jargon and slang, acronyms, humor, and vocabulary and grammar.

First of all, especially when dealing with people coming from a different culture, one should avoid using ambiguous words. The same word may have very different interpretations in different cultures. For instance, the verb “table” means “to put forward for discussion” in England, while in the USA it means “to postpone the discussion indefinitely”.

The use of acronyms (the initial letters of a series of words) should also be generally avoided. So it is recommended to use full versions.

Idioms are equally not recommended, especially in an intercultural context involving non-native speakers. Example: to break a leg = to do well at some performance.

Slang should be avoided by all means in any kind of business communications, even advertising if targeted towards a different culture. For instance, Electrolux came out on the European market with a slogan for a washing machine that said: “Nothing sucks like Electrolux”. The slogan worked very well for Europeans, but was completely unusable for the USA because of the negative connotations.

A third area of verbal difficulty is humor. Clearly, what is defined as humor varies dramatically across cultures. Americans often stereotype British humor as understated and dry. They perceive Asians as sharing little humor. Conversely, many non-Americans view American humor as heavy-handed. Because of the serious threat of damaging an otherwise viable business setting with inappropriate humor, businesspersons are advised to avoid initiating humor.

It is recommended for businesspeople to help their addressees by using the best grammar and by writing with accepted punctuation which carries rules for how to speak. Therefore, accuracy in business communications means that the information should be true or correct, clearly stated and precise. In this respect, the choice of words and expressions is vital.

Some important elements of nonverbal communication such as subtle voice, slight facial expression changes, or flamboyant appearance have a relatively clear meaning, which, however, may be missed or misinterpreted in other countries. The areas of non-verbal communication that can be misused are time, distance, voice, body movements, color, and clothing.

For example, spatial relationships between people also differ. The American speaking distance in business settings is typically about two feet; this distance would generally be too close for the British and too distant for those from the Middle East.

In conclusion it should be noted that 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. An understanding of the differences can prevent misconceptions between individuals and thus create mutually favourable relationships. That is why, culture plays an important role in international business negotiations and this influence can either make or mar a transaction.