

Great games don't always have to be purchased. You can make lots of games to encourage learning with the materials around your house. Kids learn best when they think they are playing a game.

**Hide and Seek.** This game is also modifiable depending on children's ages and counting levels. Parents hide coins, real or pretend, around the house. Children are then set loose to find as many coins as they can. Pennies can be used for younger children and the rest of the coins can be added in for older kids. When all the coins have been found, players count up their totals. The player will the highest total is the winner.

**Shopping Center.** This game is good for younger kids who are learning to count. Gather a number of toys and place "price tags" on them, keeping them countable in pennies. Have the children identify the price and count out the number of coins they need to "buy" it. Mix and match the items and give kids plenty of pennies so they can figure out the best way to divide up their pennies and spend them.

Teaching children the basics of the economy, we give them all the necessary skills that will help them in adulthood. It's never too late to start training, the main thing is to interest the child and make it clear that the economy is easy.

UDC 316.28: 33

**V. Nesterovich**

(Republic of Belarus)

Scientific supervisor N.V. Sysava

Belarusian State Agrarian Technical University

## **CURRENT PROBLEMS OF INTERCULTURAL BUSINESS COMMUNICATION**

Intercultural communication is an important factor in today's globalized world. The term "intercultural communication" is often used to refer to the wide range of communication issues that inevitably arise within an organization composed of individuals from a variety of religious, social, ethnic, and educational backgrounds. It includes verbal and non-verbal communication.

Non-verbal communication is specific for every culture. Human actions, movements carry special information by themselves, without words. It means that learning correct non-verbal means of communication (gestures, body language, special pauses, handshakes, distance, etc.) is necessary for doing business.

The main problem of intercultural non-verbal communication is the desire of the recipient to interpret non-verbal messages using the "vocabulary" of their culture.

A good solution of intercultural non-verbal misunderstanding in business is an integration of Technological communication tools. These tools can simplify

business communication. For example, a business owner can use video conferencing technology to hold a meeting with representatives of different countries. Also business managers can use technology for negotiations. This is a good proof that technology in business communication can result in increased production. Of course, apps, like Viber, Skype, Tele VoIP, Hangouts, Conferendo are popular in business communication between countries. Undoubtedly, a discussion of business issues in up-to-date life is much more productive than communication online, but an online-deal is a good way to avoid bad situations in non-verbal communication. When a businessman uses a video app he becomes more confident. Moreover, representatives from other countries will think that he is a very responsible person and they can rely on him. So, if you are a novice businessman video apps can help you gain some experience in business area.

Verbal communication is the use of sounds and words especially in contrast to using gestures or mannerisms (non-verbal communication). It is not a secret that the American delegate will be able to communicate with the British. However, there still may be a kind of problem in the understanding of each other, i.e. difference in the meaning of the words. So if you want to be properly understood, it is necessary to know what words and phrases differ in meaning and pronunciation in the USA and the UK.

Every novice businessman must know that for a successful business it is important to remember business behavior and main specifics of doing business. For example, exact written language in the contract between partners is very important for American businesspeople. They read the contract attentively and pay attention to every article, every term and condition. Nevertheless, verbal statements for Japanese businesspeople are more important than written.

Sometimes business people are faced with problems of gift giving. It means that different cultures attribute different meanings to things. For example, in Japan, small gifts are needed in many business situations. Moreover, in China a gift should be presented personally while in Arab countries a gift should be presented publicly. In the Western world, a gift can be regarded as a bribe.

Intercultural misunderstanding can arise during a banquet. The barrier of "misunderstanding" is associated with a lack of knowledge about the everyday practice that exists in the countries by both sides of the communicative situation. Recommendations in this situation may be associated with an increase in the level of cultural and specific qualifications of participants.

The arguments presented in the article prove that the difference in non-verbal and verbal forms of behavior of different cultures is often misunderstood, because a native language seems natural and the other way round a foreign language seems unnatural. Business people should avoid mistakes in interpretation and transmission of verbal and non-verbal information.