SUMMARY

Graduation Level of Proficiency Paper (Bachelor’s degree)

**Subject matter:** Ethnocultural aspects of intercultural communications

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**The relevance of the study** consists of that fact that Russia today has appeared in a hard political situation on the world scene, developing and establishing the international connection with the different countries, therefore our country needs highly-skilled personnel which can successfully conduct equal intercultural communications with partners speaking another language, defending thus interests of the country at the international level. For this purpose excellent possession of communicative and behavioural patterns, excellent knowledge of communicative behaviour of representatives of other culture which is necessary as a result will lead to effective intercultural communications.

**The aim of the research** : to analyse theoretical and practical bases of speech strategies and tactics in ethnocultural aspect, and as a result to reveal the most suitable to carrying out the successful intercultural communications and to work out the polylingual glossary and to reveal ethnocultural features of communicative behaviour of representatives of the Spanish, English and Russian cultures.

**Objectives:**
1. To make the analysis of the bibliographic data devoted to detailed studying of speech strategy and tactics in ethnocultural aspect;
2. To study theoretical bases of a verbal designation of speech tactics in ethnocultural aspect of crosscultural communication and to reveal a role of communicative behaviour in the given strategy;
3. To analyse practical use of communicative and behavioural patterns in an intercultural discourse, and also to consider styles of negotiations and construction of model of communications in the Spanish, English and Russian culture;
4. To establish the reasons of unsuccessful intercultural business dialogue and to work out the polylingual glossary, which can be used at negotiating by representatives of the Spanish, Russian, English cultures in an intercultural context

**The theoretical and the practical value of the research** consists in the analysis of the results expanding scientific representations about the functional-pragmatical bases of speech interaction, about social-regulative functions of language expressions, supplement the general theory of discourse interactions and practical value of work is concluded in possibility of application of positions and conclusions of the present research in practice: in the course of training of dialogical speech, to speech etiquette, mastering by skills of management dialogical interaction, strategy and tactics of dialogue for achievement of necessary communicatively-pragmatical effect. Its materials can be used by experts in intercultural communications.

**The results obtained** the conducted research includes working out the polylingual glossary for representatives of Spanish, English and Russian cultures, and also ethnocultural features of communicative behaviour of representatives of the Spanish, English and Russian cultures.

**Recommendations:**
Offered recommendations allow to avoid the communicative failures arising in the course of negotiations, can be used by linguists, experts in intercultural communications in an operating time with one of representatives of the given culture.