This work is devoted to the indicators of effective cross-cultural communication with representatives of different cultures. Effectiveness of communication decreases because of a cultural and ethnic difference of interlocutors. The feature of cross-cultural dialogue is the problematic character of understanding which is caused by insufficient knowledge or a complete ignorance of foreign culture. And for a mutual understanding of the partners belonging to various cultures it is important to consider the distinctions of cultures, because the main understanding of cultural diversity is the key to efficiency of cross-cultural communication.

On the pages of this graduation work there was a requirement of detailed consideration of the concept of «cross-cultural communication» in the context of interaction of representatives of various languages and cultures. Major factors were described, as well as strategy and some personal qualities of future specialists in cross-cultural communication, which influence achievements of efficiency in the course of cross-cultural communication.

In the course of consideration of the factors influencing the efficiency of communication such factors as perception, language, cultural regulations and values, time, space, methods and ways of thinking were analyzed. Having estimated the personal qualities and their influence on communication processes, we have marked out such styles and ways of communication, personal qualities such as self-checking and self-realization of the personality, individual traits of character such as sociability, adaptability and communicative compatibility. We have also considered such main strategy of the forming of effective cross-cultural communication as calibration, fine tuning and conducting.

For the confirmation of the formulated theoretical prerequisites were conducted empirical researches during which we have considered the potential of educational disciplines within the direction of preparation: «Theory and practice of cross-cultural communication». 