ABSTRACT

**Subject matter:** Taboos in the Cross-Cultural Communication.

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**Relevance of the research:** A taboo is an important subject of the study of linguists and specialists in cross-cultural communication. It is topical due to the fact that the number of cross-cultural contacts is constantly growing because of globalization. All cultures are different and every culture possesses its own values and taboos. While communicating with the representatives of other cultures it is important to know the themes which are prohibited to talk on. Otherwise the interlocutor’s non-awareness can lead to a conflict. Theory and Practice of cross-cultural communication develops dynamically and it studies different spheres of human life. It is important to remember that communication has a concrete aim and is considered effective only if this aim has been reached. The knowledge of taboo and the ability to deal with them is the key to success in the cross-cultural communication.

**The objective of the research** is to analyze the importance of taboo for the cross-cultural communication and to find out the ways to deal with forbidden themes for discussing.

**Tasks of the research** are:
- to find out the main taboo characteristics;
- to consider the classification of taboos and the main types of taboos;
- to analyze the specific character of taboos in the communicative processes of different levels;
-to study the influence of taboos on cross-cultural communication;
-to analyze taboos from the point of view of English and German cultures;
-to find out some strategies of taboos eliminating.

**Theoretical significance of the research** consists in defining the phenomenon of taboo and its influence on the process of cross-cultural communication as well as finding out the strategies of taboo eliminating.

**Practical significance of the study** lies in the possibility of applying the strategies of taboo eliminating, such as passing over in silence and the euphemisation, not only for the specialists in cross-cultural communication, but also for people who have to deal with the representatives of other cultures. Moreover, these materials can be used for in trainings for cross-cultural contacts.

**Results of the research:** This Graduation Qualification Paper is devoted to the taboo in the cross-cultural communication.

The Graduation Qualification Paper consists of three chapters. The first chapter is divided into two subchapters, the second one is divided into four subchapters and the third chapter is divided into three subchapters. The first chapter entitled “Taboos and tabooing as phenomena” describes the studies of taboo and the etymology of taboo. The first subchapter describes the history of the taboo study, the main scholar who studied the phenomenon of taboo and the process of tabooing. The second subchapter is devoted to the classification and the different types of taboos.

The second chapter entitled “Taboos in the communicative processes of different levels” deals with the taboos in the cross-cultural communication and some ways of taboo eliminating. In the first subchapter we try to show the functioning and the importance of taboo at the communicative level of language. The second subchapter deals with the influence of taboo on communication between the representatives of different cultures. The third subchapter is devoted to the main discursive taboos by the example of Russian and German cultures. The forth subchapter is about the process of euphemisation as one of the most effective means of taboo eliminating.
The third chapter “National and cultural specific character of the taboo and its influence on the cross-cultural interaction” gives the examples of taboos in different cultures and the influence of taboos on the communication between the representatives of different cultures. In this chapter we give the examples of English and German cultures and the main taboos of these cultures.

The conclusion sums up all the propositions once again underlining the fact that it is very important to be aware of the main taboos while communicating with representatives of other cultures. The main aim of cross-cultural communication is its efficiency. And to make the communication efficient it is very important to follow the basic moral values and to observe the courtesy rules.

The sources of the information presented in the Paper include different pieces of literature: manuals, books, articles, the Internet resources. Each chapter concludes with the inferences presented as a separate part under the title “Conclusions to Chapter…”

General inferences are given in the Conclusion to the Paper.

The paper is concluded by the List of Bibliography and the Abstract of the present Graduation Qualification Paper.