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"K L A D" IS A STUDENT JOURNAL FIRST PUBLISHED AT M. NARIKBAYEV KAZGUU UNIVERSITY SCHOOL OF LIBERAL ARTS. THIS JOURNAL IS AIMED AT ENHANCING STUDENTS' INVOLVEMENT INTO SCIENCE AND RESEARCH.

"K L A D" JOURNAL ADMITS FOR PUBLICATION VARIOUS TYPES OF ARTICLES: ORIGINAL RESEARCH, REVIEW ARTICLES, SHORT REPORTS OR ESSAYS, REFLECTIONS, CASE STUDIES, METHODOLOGIES AND CASES IN ENGLISH; CONTAINING THE RESULTS OF FUNDAMENTAL AND APPLIED RESEARCH IN THE FIELD OF PHILOSOPHY AND IDENTITY, HISTORY OF KAZAKHSTAN, PEDAGOGY, LINGUISTICS AND METHODS OF TEACHING LANGUAGES, TRANSLATION, AND TOURISM.

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M. NARIKBAYEV KAZGUU UNIVERSITY
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Literature review

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“WELL-BUILT CORPORATE ENVIRONMENT AS A SOLUTION FOR THE DIVERSITY OF CULTURES AMONG EMPLOYEES IN INTERNATIONAL ORGANIZATIONS”*Nazira Dauletova*

Introduction. Intercultural communication is an integral part of the life of modern society. The expansion of international cooperation presupposes the cooperation of state and non-state organizations from different parts of the world, which contributes to an increase in international contacts. In other words, practically all participants in world politics and economics are involved in intercultural communication, forming a complex connection of various ties that become more complicated in the course of the formation of the global information space. In this regard, it became necessary to study the topic of diversity among employees of international organizations. With the advent of globalization in the world, other researchers of this topic have written many works pointing to the solution of this problem. By setting the framework for research, the literature review serves as an identification of the causes and effects of diversity among employees of international organizations. However, since this research is about solving the problem of diversity, reasons and consequences of diversity will not be reviewed in detail and will only be referred to as appropriate.

Effective intercultural communication. Each individual is primarily the bearer of his national culture, which may differ significantly from others, therefore, for effective intercultural communication, it is important to respect other people's traditions and customs, be tolerant to another culture and correctly build a model of behavior with representatives of other cultures. As noted by Martin (2014), the leading feature of a multicultural personality is its focus on the readiness and ability to live and actively interact with representatives of various nationalities (p. 91). Other authors say that the issue of intercultural communication is closely related to such a concept as the "picture of the world", which is formed during all possible

contacts of a person with the surrounding reality within the framework of the mother's culture (Fine, Johnson & Ryan, 1990, p. 315). As a result, the individual receives an interpretation of reality, which sets guidelines and behavioral models for all occasions, creates a system of images - visual representations of the world and a person's place in it.

Interaction between cultures. Successful intercultural communication involves not only a simple exchange of information but also considers various kinds of interaction. In this regard, the author implies that since people have different levels of language training, as well as different degrees of mastering the behavioral norms of a different culture, there are several levels of effectiveness of intercultural communication. For example, if an individual exchanges information in the course of communication, but does not identify a representative of a different culture in the interlocutor, then he is at a zero level. In other words, he does not ask the question of cultural differences and does not realize the cultural otherness of the interlocutor (Fine, 1996, p. 486). And for successful intercultural communication, it is necessary to reach the intercultural level, when an individual understands the differences in cultures of other countries, knows how to apply this knowledge in practice, that is, can adapt to the realities of other cultures. Therefore, the highest should be the transcultural level, which involves the assessment of intercultural differences and the ability to solve intercultural problems in communication, it is at this level that the highest degree of effectiveness of intercultural communication is achieved.

Algorithms of interaction. Effective intercultural business cooperation presupposes not only adherence to the norms of international communication ethics but, according to Morgan and Várdy (2009), also the algorithms of ritual

communication, which means they use template linguistic expressions and certain patterns of behavior in different societies (p. 478). In addition, there are cultural differences in the communication scenario: so, the Western manner of communication is to some extent similar to the game of ping-pong, when the subject of the conversation, like a ball, passes from one interlocutor to another. One comment on the topic, the other participant can agree or disagree, add some information, or give comments. But, for example, in Japan, each participant must wait their turn to comment on the subject of the conversation. The order is determined by age, status in society or at work, as well as the level of relationships (communication between good friends, strangers, etc.) (Ilmakunnas, 2011, p.243).

Conclusion. For successful intercultural activity, a person must realize that he is a representative of his own authentic culture, and not resort to his traditions and customs outside the culture, but adhere to other people's rules and norms of everyday communication, thus showing tolerance and respect for another culture. Consequently, the level of

language proficiency is determined not only by a good knowledge of vocabulary and grammar, but a person also needs a comprehensive mastering of foreign language culture, because the language allows understanding the way of life and behavior patterns, as well as the traditions and values inherent in a foreign language society. In other words, an important part of the process of studying diversity should be the development of intercultural communicative competence, which is understood as "the ability to reach a mutual understanding with representatives of different cultures, even with mediocre command of foreign languages, based on knowledge, understanding, and adherence to the universal rules and norms of behavior that make up international communication etiquette." However, the aforementioned studies point to the causes and factors of diversity, while practical solutions to this problem are few. An international organization needs to act on the issue of diversity. Therefore, subsequent research is aimed at creating solutions to intercultural problems in international organizations.

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