

LINGUISTICS

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National and cultural specific character of the verbal communication

The problems of international cultural communication are considered. It is given the rules of the culture of verbal communication in different countries, in the process of learning foreign languages should be observed and taken into account the peculiarities of verbal and nonverbal behavior of interlocutors. Knowledge of the polar features of cultures allows to navigate in situations of cultural ties to optimize relationships with people from different countries around the world. Major cultural differences partners, reasons and factors of their behavior reduce culture shock, prevent conflicts and promote the development of business areas.

Key words: digital divide, international communication, verbal communication, nonverbal communication, frustration, linguistic and cultural community.

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