

**КРОССКУЛЬТУРНЫЕ АСПЕКТЫ РАБОТЫ МЕЖДУНАРОДНЫХ
ЖУРНАЛИСТОВ И PR-СПЕЦИАЛИСТОВ**

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**CROSS-CULTURAL ASPECTS OF WORK OF INTERNATIONAL JOURNALISTS
AND PR-SPECIALISTS**

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Аннотация

В данной статье автор проанализировал аспекты кросс-культурной компетенции в работе международных журналистов и пиар специалистов. В частности, было уделено внимание на конкретных сферах использования знаний о межкультурной коммуникации в международном медиамеркете. Цель этого исследования – изучить особенности и влияние кросс-культурной компетенции на работу медиаспециалистов. Автор делает заключение, что главным международным навыком журналистов и пиар специалистов является умение выстраивания успешной коммуникации с разными культурами без культурных барьеров.

Annotation

The author has described an issue of cross-cultural competence of journalists and PR-specialists. In particular, we have focused on specific spheres of using cross-cultural knowledge in international media market. The aim of this research was to examine features and influence of cross-cultural competence on the work media specialists. The author made a conclusion that the main intercultural skill of journalists and PR-specialists is an ability to communicate with diverse cultures without any cultural barriers.

Ключевые слова: кросс-культурная коммуникация; культура; медиа; журналистика; пиар и реклама.

Keywords: cross-cultural communication; culture; media; journalism; PR and advertising.

Today the role of cross-cultural communication is increasing due to globalization processes in the media sphere, because we have to communicate with partners and audience from other countries. Firstly, due to organizations international events in Russia like “World Choir Games” in Sochi, 2016, “19th World Festival of Youth and Students” in Sochi, 2017, and 2018 FIFA World Cup in Russia. The significance of journalists and PR-specialists with good knowledge of foreign languages and cross-cultural skills are in demand. Secondly, the amount of conducting such events in Russia will be increasing; therefore, in the nearest future all media specialists should have basic knowledge in this competence.

Besides, Ural Federal University named after the First President of Russia B. N. Yeltsin, which locates in Yekaterinburg, Russia, has active agreements with factories and universities all around the world. Moreover, statistics says that the interest of students and professors of Ural federal University to participate in international academic mobility programs and conferences is increasing every year from 2002.

From the other side, it confirms that the huge part of postgraduate students at Ural Federal University and in Russia in general have low level of cross-cultural competence and poor knowledge of English language. It can cause the negative effect on the professional future of Russian postgraduate students. From our point of view, nowadays the most common and actual issues are deficient knowledge of cross-cultural skills and linguistic competence. This problem exists not only in the framework of media sphere, because we are in the process of globalization, which commits us to communicate with people all around the world.

International journalists and PR-specialists have a goal to “crush” cultural barriers between communicators from other countries, because very often they have to negotiate with partners and guests from different cultures with their own values and aims. As usual, international reporters and PR workers know how to behave and discuss correctly with people from other cultures, because they are familiar with cross-cultural management and rules of international etiquette. In fact, some journalists and PR-specialists share that some of them still have some difficulties and barriers during cross-cultural communications.

Nevertheless, cultural barriers connected with wrong understandings of verbal and nonverbal signals participants of intercultural communication. In addition, very often the incorrect knowledge of cultural traditions and features can ruin cross-cultural communication in the work of international correspondents and PR-specialists.

There are exist various instruments providing the sustainability of culture. “It can be said that today the most efficient of these instruments is mass media. Mass media has gradually become widespread and through this intercultural relationships become condensed” [1].

The effects of mass media are both wide and limited. They are wide because it has a vital role in all the globalized areas. “Due to the fact that mass media is an important part of the daily life, these effects are limited since it is not the only source of cultural experience”[2].

According to Edward Hall, communication is culture [3]. Putting the communication at the center of culture's definition, Habermas "examines symbolic activities as well as the relation between these activities and their symbolic environment. According to Habermas, with communication arises the transfer and renewal of cultural information, the emergence of social integration and grouping, personal identities and identifications"[4].

The most useful and popular channel of media and PR agencies is the social media, which represents all of the web-based applications enabling individuals to interact with each other, provides a sharing environment for all kinds of content, which is produced by other media instruments. "Anthony Mayfield sorts social media types as blogs, microblogs, social networks, wikies, podcasts, forums and content groups. Social networks enable people to communicate with their friends and share contents by using their own personal websites. Websites like Facebook, Myspace, Wikipedia, Apple iTunes, YouTube and Twitter are examples of social networks"[5].

Nowadays, this media sources plays an important part of our life and has different effects on society. In our day, young people most of the time communicate online (93%) and 63% of the youth is online every day; older generations get all information and news mostly through social media which used effectively by PR specialists and reporters for giving advertisings sort of information and products. "From this aspect, social media quite naturally becomes a channel not only for personal or organizational communication, but also for social communication. In addition, social media expands and increases its activity each passing day. In other words, besides popular applications, such as Facebook and Twitter, social media operates within daily life in various ways"[6].

Due to globalization, successful relations have developed between intercultural communication and social media, therefore, PR agencies and international journalists have more opportunities and influence to promote events, news etc.[7]. In the past, face-to-face communication had been very important, but

at the present time it is not so important as it was earlier due to communication processes developed through social media.

“Public relations is often thought of as simply being able to control the media's view of the company. While it is not the sole function of the public relations specialist, it is certainly a major concern. The international public relation's role is more challenging than a domestic role because there are more media outlets to monitor and deal with. The most effective international public relations specialist has the ability to tailor strong universal messages and specifically cater to an international market's needs at the same time” [8].

In the conclusion, we would like to share practical recommendations for media workers in the framework of intercultural sphere. It contains the term “intercultural competence” (IC) which is “knowledge, skills and attitudes that comprise a person’s ability to get along with work and learn with people from diverse cultures” [9]. The IC includes three components:

- Linguistic competence;
- Communicative competence;
- Cultural competence;
- Emotional intelligence (EI).

Linguistic competence – an international PR specialists and journalists have to know how communicate with foreign partners; the level of knowledge of foreign language should be at least upper-intermediate (B2) – advanced (C1) for successful communication from both sides. For instance, a media specialist should know how to use expressions and idioms for showing high level of linguistic competence [10].

Communicative competence “consists of techniques, strategies and skills that promote effective cross-cultural communication. A serious role here is played by empathy and intuition. The main components of communicative competence are:

- Ability to accurately interpret messages and signals sent by the bearers of another culture; degree of involvement in the process of communication;

- Ability to choose an appropriate topic for discussion, predict possible reaction, etc” [9].

Cultural competence – it is a very significant skill to know do’s and taboos about other cultures during the intercultural communication. Many media workers confirm that the relevant knowledge of simple phrases from different language will “break the ice” during the first negotiation. “The culturally literate person is able to talk and to understand others of that culture with fluency, while the culturally illiterate person fails to understand culturally-conditioned allusions, references to past events, idiomatic expressions, jokes, names, places, and so on” [9].

Emotional intelligence is “the ability to recognize one’s own and other people’s emotions, to discriminate between different feelings and label them appropriately, and to use emotional information to guide thinking and behavior.

The main idea here is that people who possess this ability to identify other people’s emotions and express their own feelings in appropriate way are more likely to succeed both in personal and business life. Studies have shown that people with high EI have greater mental health, exemplary job performance, and more potent leadership skills” [9].

To sum up, we can confirm that the main professional skill for international journalists and PR specialists is ability to communicate with people from diverse cultures. It contains good linguistic competence and ability to adapt within other countries. We assume that this paper can be useful for specialists and students who are planning to connect their life with a work in international sphere, in particular media market.

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