

Cultural conflicts between Russia and China in Cross-cultural communication.



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Introduction



1. Cross cultural conflicts



a) Introduction to Cross-cultural conflicts

- The generation of culture is based on people's life experience and its survival is on the basis of experience.
- The different environmental stimulation and function cause people to have different feelings and opinions of their own and special world.

b) The reasons for Cross-cultural conflicts

Different cultural and historic background

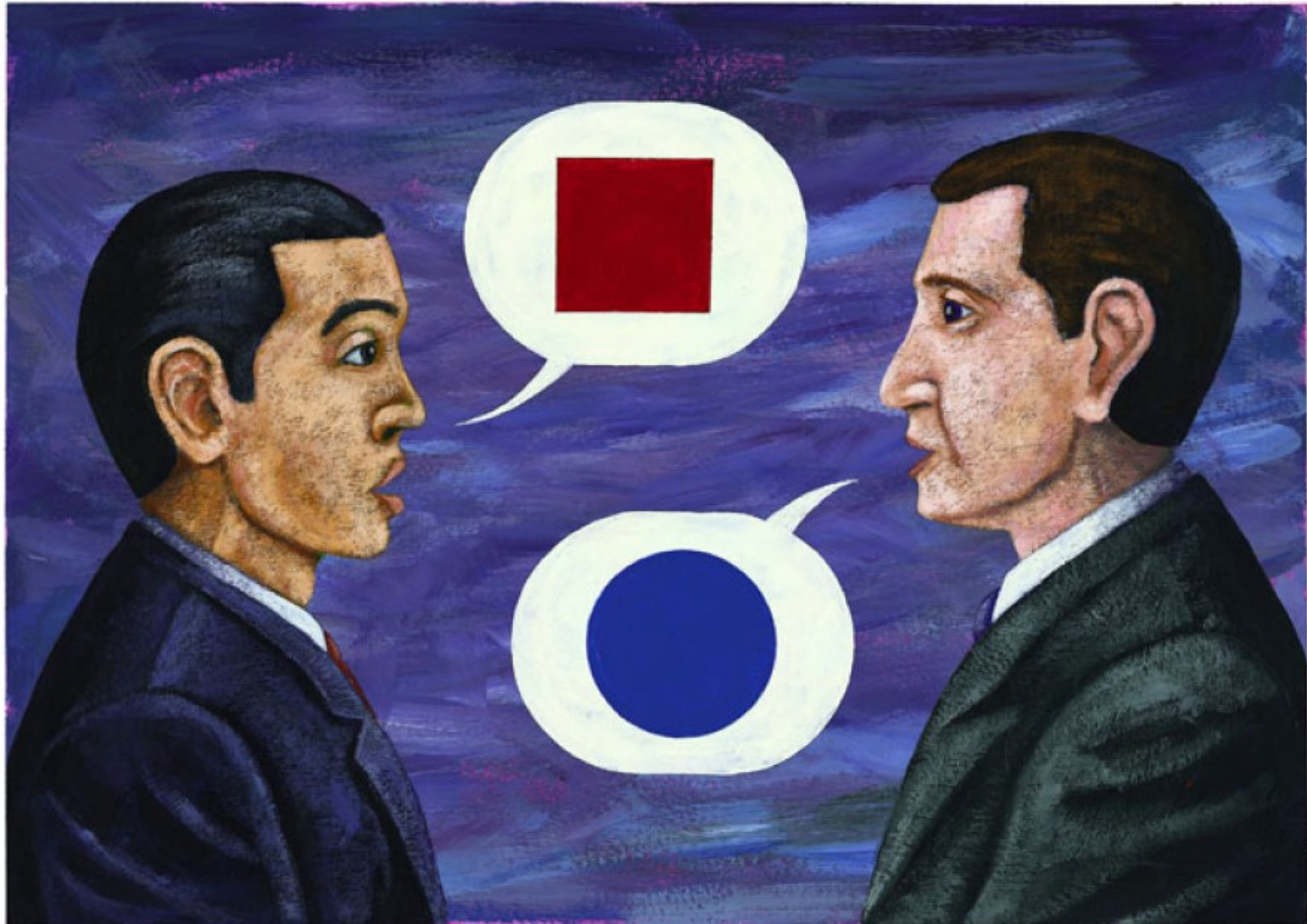
Code of Conduct





c) The reflection of Cross-cultural conflicts

2. Cross Cultural Conflicts in Commercial Communication





Beginnings of Cross-cultural Conflicts in Commercial Communication

Different Origin

**Cultural Consciousness and Evolution in
Different Ways**

Different Common Customs and Thinking Models

Different Origin



- The origin of culture came from the relatively open geography, the development of neighbors' culture and the outside world communication.

- Culture includes native culture, modern western culture and some surrounding culture. Culture has been formed as the pillar since Qin dynasty.

Cultural Evolution in Different Ways



Different Common Customs and Thinking Models



Cross-cultural Conflicts of Communication in people's Thoughts



Chinese Culture in Russian Thoughts



Russian Culture in Chinese Thoughts



Influence of Cross-Cultural Conflicts in Commercial Communication



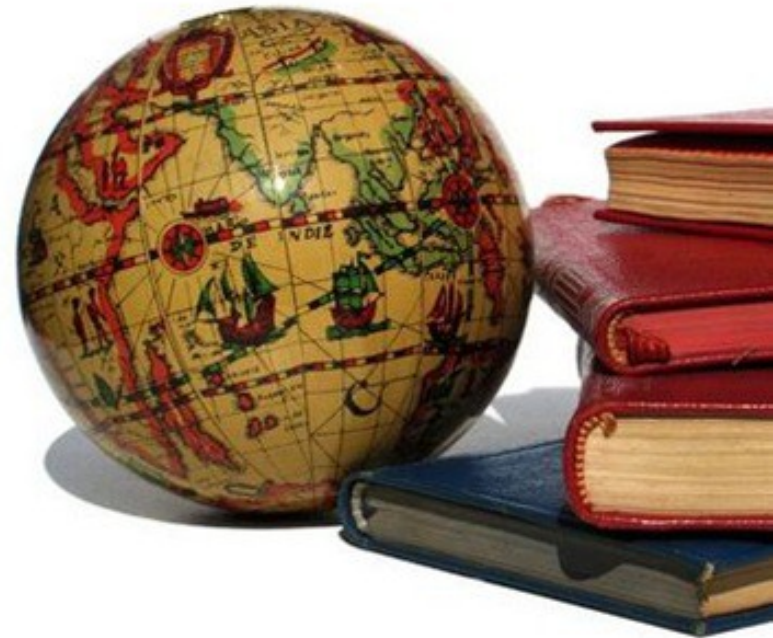


The relationship of cross-cultural conflicts and thoughts difference

Difference Thoughts will directly influence on people attitude

Learning Cross-cultural difference to promote thought harmony

Learning is an important step in the process of promoting culture communication.



Learning of Thoughts Boosting the Step of Cross-cultural Blending

Learning each other's thoughts can help to understand others' thoughts more clearly.

Aware of these culture differences

Respect each other

Learn each other's national cultural psychology

The Passive Effect of Cross-cultural conflicts in Commercial Activities

Cultural Differences affect multinational company's harmony relationship between managers and their local staff and then prevent the normal activities of multinational companies

The Strategies of Cutting Cross-Cultural conflicts in communication

- Discuss about:
 - The right attitude to cross-cultural conflicts
 - The cultivation of consciousness of cross-cultural conflicts
 - Try to embody the positive effect of cross-cultural communication in every field.

Taking Right Attitudes towards Cross-cultural communication

Culture difference is a
double-edged sword



Find the joint points c adaptation

Kinds of cultures



People should be good at

adaptation
different cultures
thinking modes
values
systems and laws



Cultivating Cross-cultural communication consciousness

- Adding mutual acceptable communication is the best way to reduce conflicts
- What should we do?

Embodying the Positive Effect of Cross-cultural communication

- The possible effect of Cross-Cultural Communication
- When faced with culture differences and conflicts
- Increasing mutual understanding is the key





Conclusion

- Since conflicts are inevitable in cross-cultural communication, we should take objective attitude towards them, and do our utmost to reduce them.

Спасибо за внимание!



感谢您的关注！