

INTERCULTURAL DIFFERENCE PARAMETERS: HOFSTEDE AND TROMPENAARS THEORIES

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ABSTRACT

This scientific article compares G. Hofstede and Trompenaars views on cross-cultural aspects. The communication norms and traditions knowledge between the people will allow participants in a speech act, belonging to different national cultures, to adequately perceive and understand each other, that is, to promote "intercultural communication". In addition, knowledge in the intercultural communication field can affect the global problems solution, such as cultures conflict. Social relations imply information processing common ways for people in the interacting process with each other. People's interdependence is due to the fact that together they form an interconnected semantic meanings system - jointly developed by them options for understanding specific situations.

Keywords: Communication, national culture, communicative, intercultural communication, information processing.