3. Behavioral and speech manipulations are used in symbiosis, which implies the success of manipulative influence.

4. During the pandemic, the number of television consumers increased due to quarantine restrictions. People began to spend their time in front of screens more often, and to raise morale, watch entertainment shows. This can be judged by analyzing the views of our selected talk shows.

5. According to the research company, it became clear that the people of the older generation are becoming the largest group giving preference to television.

Thus, the topic of manipulation is quite interesting, but the degree of its study also depends on the state of events in the world. The COVID-19 pandemic has introduced its own innovations. Despite this, methods were presented that allow us to recognize common manipulation techniques in talk shows. And the rational use of the information received will help to build an individual system of protection against manipulative techniques.

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UDK 316.77

CROSS CULTURAL COMMUNICATION: COOPERATION BETWEEN COLOMBIA AND RUSSIA

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The process of understanding a culture can be carried out through cross-cultural communication methodologies. In today's globalized world, the need to learn about other cultures is increasing. Colombia and Russia are two very complex and different cultures, so understanding their similarities and differences are the objective of this article.

Key words: *Culture, cross-cultural communication, globalized, Colombia, Russia.*

These days, we should pay more attention to cultural similarities and differences. People from different countries can live in the same location, or work for the same company. Despite the fact that people are often considered special and unique [Reed 1986: 1] and to be somewhat parochial, parochialism is not a good strategy for the future. According to Adler "parochialism means viewing the world solely through one's own eyes and perspective. A person with a parochial perspective neither recognizes other people's different ways of living and working nor appreciates that such differences have serious consequences" [Adler 1997: 10]. In analyzing and understanding cultural differences it is important to pay attention to how members of various cultures see the following: 1) the nature of people, 2) a person's relationship to the external environment, 3) the person's relationship to other people, 4) the primary mode of the activity, 5) people's orientation to space, and 6) the person's temporal orientation [Iivonen et al. 1998].

It will not be a great exaggeration to say that intercultural dialogue plays the leading role in all spheres of modern human relations – personal, social, economic, academic, etc. By analogy to interpersonal communication when a person communicates with another person, intercultural communications represent a dialogue of the subjects of culture who are bearers and representatives of intrinsic characteristics of their cultures. The essence of intercultural communication consists in mutual code conversion of cultural elements, significant for a successful communication process, to the sign systems of co-operating cultures [Nikolaeva 2015].It's worth being stressed, that intercultural communication is about brining basic assumptions of our own culture to our awareness and to recognize the basic assumptions of other cultures. This is in order to communicate creatively and more effectively with people from other cultures, to use cultural diversity as a source of inspiration and growth, and to achieve *cultural synergy* [Nunez 2009]. Assumptions are abstract and invisible, we learn them very young and we are unaware of their influence. Yet the perception of the world around us, and the judgements we make about others, are very much shaped by assumptions of our culture.This article makes an attempt in comparing two countries, Colombia and Russia, based on some key

concepts useful for an effective intercultural communication.According to Hall's Culture Context Model (1976) there are two types of culture: high context and low context. In a high context society people have long lasting relationships, spoken agreements, and stable cultural patterns. What is said is important, but the context, that is, how and where it is said, plays an essential role and gives additional meaning to what is said. Colombia is an example of a high context culture. Russia is considered to be a high-context culture [Hall 1976], too, where face-to-face communication and the closeness of human relationships are emphasized. In high context countries, also, personal space is smaller. People tend to sit and stand quite close to one another.

Colombians are flexible with time [Hutchison et al. 1987] and build their lives around people rather than time and schedules. One description of the differences in time use is that Russians use a monochromatic timeline, while Colombians, like other Hispanics, use multiple timelines [Hall 1976]. Multichronic time allows multiple events to happen at the same time. There are far fewer divisions of activity, and they occur simultaneously [Hall 1959]. Monochromatic time is considered to be a time scale in which events are located sequentially, occur one after another, begin and end at certain points in time. Russian culture is unmistakably monochrome, and Russians prefer a precise, punctual, formal approach to business [Mona 2019].

A society can be primarily past-oriented, present-oriented, or future-oriented. It can also be a combination of the three. This can have a huge impact on what you think is a reasonable timeline, while others may find it too early or too far in the future. In past-oriented cultures like Russia, they evaluate plans based on how well they fit with tradition. People are inspired by historical events. The reference to the past shows the importance of the issue. Russians show a strong preference, or rather a strong inclination towards the past and present, and probably not towards the future. So, in order to get results, Russians need to build trust and build relationships. The value of relationships and trust is essential. Here again we see a connection to the fundamental value of emotion, which places importance in personal relationships.

Colombians respect the past and prefer continuity to change. Colombians are more attached to the present and the past. In a present-oriented culture, plans are made in the short term. Past traditions and events are also important, but one doesn't pay too much attention to them. Living in the moment is fundamental to today's culture.

In the second half of the 20th century, Geert Hofstede (1991) carried out research about values, among managers at the multinational IBM, in more than 50 countries. Hostede called these dimensions 1) Power Distance; 2) Masculinity versus Femininity; 3) Individualism and Collectivism; 4) Uncertainty Avoidance; and 5) Confucian Dynamism or Long Term Orientation. Figure 1 shows the results obtained for both Colombia and Russia. There are marked similarities and differences in both cultures.
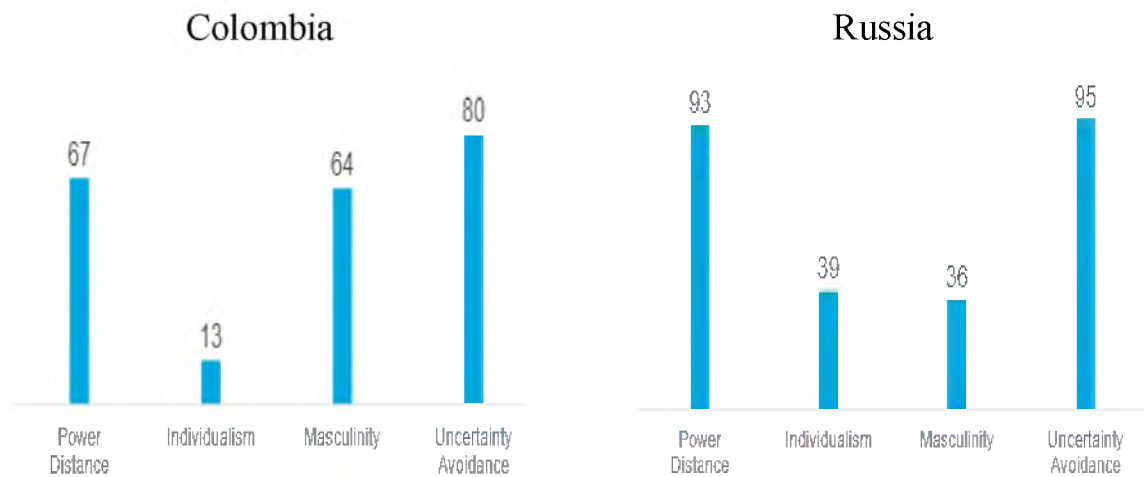
Colombia   Russia

Figure 1 – Hofstede dimensions for both Colombian and Russian cultures

In Hofstede's words, "power distance is the degree in which the less powerful members of an organization accept that power is distributed unequally." Russia and Colombia are very high in power distance. In these countries people accept that their superiors – parents, teachers, bosses, adults – have more power. So these are societies that believe that inequalities amongst people are simply a fact of life. This inequality is accepted in all layers of society, according to Hofstede, so a union leader will have a lot of concentrated power compared to his union operation platoon, and they in turn will have further power than other union members. An analogous miracle will be observed among business leaders and among the loftiest positions in government [Hofstede 1991].

Collaborative societies similar as Colombia and Russia value interdependence, a sense of belonging and responsibility towards the group. In cooperation you define yourself as a member of a community, pertaining to the names of your father, mama or grandparents, as well as your own [Nunez 2009]. You mean their professions as much as yours. Russians frequently speak in "we" terms, in cases other nations may say "I". Still, the position of collectivism in Colombia is advanced. Well- being is one with the well- being of the group. When you say "family" you mean the extended family. The reference group includes classmates and neighbors [Nunez 2009].

According to Hofstede Colombia is a Mannish society – largely success acquainted and driven. Colombians can be described as competitive and status-acquainted, yet collectivistic rather than Nonconformist. Hofstede makes a conclusion that competition is directed towards members of other groups (or social classes), not towards those who are perceived as members of your own-in- group. People seek class in groups which give them status and prices linked to performance, but they frequently immolate rest against work, as long as this is supported by group class and by power holders. While Russia scores low in masculinity with 36. Hofstede explains this through the power distance dimension; Russians don't stress much their own achievements, while a dominant idea is only accepted when it belongs to a person in a higher position [Hofstede 1991].

Colombia and Russia have a high score on query avoidance which means that as a nation they're seeking ways to avoid nebulosity. Feelings are expressed openly; there are (expansive) rules for everything and social traditionalism enjoys quite a following. This is also reflected in religion, which is admired, followed by numerous and conservative. Rules aren't inescapably followed, still this depends on the in-group's opinion, on whether the group feels the rules are applicable to their members and it depends, eventually, on the decision of power holders, who make their own rules. In work terms this results in detailed planning that may not inescapably be followed in practice [Hofstede 1991].

The fifth dimension Hofstede looks at is long- term exposure. Long term exposure measures how a society has to maintain some links with its own history while also dealing with the present and unborn. Russia scores high with an 81 in long- term exposure, meaning they're much more flexible with tradition and conforming to present time. This also means that Russians are into saving and being frugal, while also making sound investments. On the negative, Colombian culture is classified as normative. People in similar societies have a great concern to establish the absolute Verity; they're normative in their thinking. They show a high respect for traditions, a fairly small propensity to save for the future, and a focus on achieving quick results [Hofstede 1991].

In conclusion it is important to highlight that the cooperation between Colombia and Russia has a productive character. Close relationship between two countries is obvious, as they have a lot in common. They are both high context cultures, they are high in power distance. Colombian and Russian value interdependence, both countries have a high score on uncertainty avoidance. Though Colombia and Russia have some differences as well, Russian use a monochromatic timeline and they are primarily past-oriented, while Colombia is a polychromic country mostly present-oriented.

The next step to success is understanding and accepting the differences and similarities, being able to communicate affectively across cultures. We can achieve intercultural sensitivity if we attempt to look at different cultures through the lens of their cultural frame-of-reference better than through our own culture. We acquire cultural empathy, if we are not only able to identify similarities and differences, but also adept our behaviour to a new situation, without losing our identity, with greater cultural respect and flexibility.

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UDK 314.17

DEMOGRAPHIC ATTITUDES OF RUSSIAN YOUTH
(ON THE EXAMPLE OF THE CITY OF GUBKIN)

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In the article, the author sets the goal of analyzing the demographic attitudes of young people, the factors of their formation, and also gives recommendations for solving this problem. The article considers the definition and essence of coverage in the youth environment, analyzes the prevailing values, the motives of the age of persons in marriage, the most identified crimes in marriage and the birth of the first child, the desired number of children, attitudes towards government programs and a healthy lifestyle.

Key words: *demography, demographic attitudes, values, youth, motives for marriage, age of marriage, age of birth of the first child.*

    The demographic situation that has developed in the Russian Federation is the result of the current views of the younger generation on family and marriage, gender and sexual behavior, and demographic value attitudes.

    Demographic attitudes are understood as a system of guidelines and priorities for young people in the development of family relations, childbirth, intentions