Ed. By Maura Di Mauro&Yulia Taratuhina

East and West Relations Bridging

Conference proceeding



SIETAR Russia & SIETAR 2018 Europa Event From Helsinki to St. Petersburg

East and West Relations Bridging. Conference proceeding/Ed by Maura Di Mauro&Yulia Taratuhina – M.: Janus-K, 2019, 132 c.
ISBN 978-5-8037-0772-1

Contents

Inti	roduction, Maura Di Mauro and Yulia Taratukhina	pg.	5
Ok	sana Pikuleva - Director of Kochubey Center, HSE Introduction		
Cro	oss-cultural Communication in the post-flat world: the dialectics of cultural ritage, political substance and economic essence, <i>Dmitry Evstafiev</i>		8
PA	ART 1 – UNDERSTANDING RUSSIA AND RUSSIANS, AND THE EAST AND WEST CULTURAL DIVERSITY)	18
1.	Nicknames in Russian Political Discourse, Svetlana Bezus		19
2.	Getting from "no" to "yes" with a Russian, Marina Dzhashi		25
3.	Italians in Russia: Crosscultural communication in history. Diplomatic and cultural relations between Russia and Italy between the middle of the XV and first half of the XVI centuries, Lubov Rsyganova (in Russian)	I the	27
4.	Russian Professionals: Cultural Identity and Cooperation within a Multi-nation Joint Venture seen through the Interpretive Lens, <i>Manon de Courten</i>	nal	40
PA	ART 2 – INTERCULTURAL PEDAGOGY: FORMAL AND INFORMAL EDUCATION PRACTICES		48
5.	Formation and Development of Students' Tolerance in Educational Space, Tamara Kuprina and Anna Beketova		49
6.	Multicultural Educational Environment as a Space of Communication, Yulia V. Taratukhina, Irina A. Bleskina, Arseny V. Taratukhin		54
7.	Constructing an Effective Learning Environment for International Students: Reflections from CIS Students Studying in Austria, Eithne Knappitsch, Hann Barendregt, Oleksandra Pichler, Pavlo Stepanenko, Kseniia Rosliakova	а	65
8.	Games for developing intercultural competence, George F. Simons		71
9.	Problem-Solving approach in Designing Games for Cross-Cultural Training, Maria Todosiychuk		76
P	ART 3 – BREAKING STEREOTYPES AND PREJUDGES ABOUT THE PERCEPTIVE DIVISION BETWEEN EAST AND WEST		80
10	 Ethnic Stereotypes as a Phenomenon of Mass Consciousness, Natalia Orekhovskaya 		81
1	 Intercultural Communication as a Multi-Level Concept, Ludmila Khartchenko and Natalia Reshke 	ova	87
1:	2. Mind the Gap: Perception versus Facts on Iranian Identity, Pari Namazie		93

PART 4 – INTERCULTURAL MANAGEMENT CARRIER AND GLOBAL AND SUSTAINABLE MANAGEMENT PRACTICES	96
 Analysis of Technological Market on Russian Employees' Satisfaction and Performance, Sergey Filatov 	97
 The Meaning of Conflict and Current Issues of Conflicts Uprising in Multicultural Teams, Gromyka Iuliia Evgenijenvna and Kovbasyuk Olga Vladimirovna (in Russian) 	105
 The Codification of Business Terminology: Commercial Railway Communication in the context of International Freight Transport, Colin Heller 	110
CONCLUSION	118
16. The East & West Event: an unusual congress, Pari Namazie and Yvone Van der Pol	119
 Intercultural professionals from Russia and Europe gathering: Some Highlights, Manon de Courten 	125
18. Keep building East & West Intercultural Dialogue and Bridges, Maura Di Mauro and Yulia Taratuhina	129
About the Editors	131