

**Abstract of the Article**  
**"Characteristics of Cross-Cultural Communication"**  
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There has been studied the Geer Hofstede's model, where business-cultures are classified into five main cultural dimensions, which by-turn influence on the management style: 1) power distance (PDI); 2) individualism vs. collectivism (IDV); 3) masculinity vs. femininity (MAS); 4) weak vs. strong uncertainty avoidance (UAI); 5) long vs. short term orientation (LTO). According to the G. Hofstede's theory results it has been found out that Rumanian, Bulgarian, Turkish, Mexican cultures are similar to Ukrainian. British, Austrian, Swedish, Jamaican and Danish cultures differ from our culture most of all.

According to the Fons Trompenaars and Charles Hampden-Turner's model business-cultures can be classified into the following factors: 1) power centralization level; 2) power formalization level; 3) object of the management. These characteristics allow to determine such models: "Incubator", "Guided missile", "The Eiffel Tower" and "Family". The most striking representatives of the model "Incubator" are the USA and Canada, the model "Guided missile" – Anglo-Saxon and East European countries. The model "Family" have countries in Asia, South America, Southwest Europe and countries of the former Soviet Union, it means, that Ukraine also has such a model. The model "The Eiffel Tower" is typical for Germany and countries in Central Europe.

With the help of the cross-cultural matrix proposed for Ukraine, there have been worked out some practical guidelines for five groups of countries how to conduct negotiations with Ukrainian partners: 1) India, Bangladesh, Vietnam, Taiwan, Malaysia, Indonesia, the Philippines, Japan, China, Korea, Singapore, Russia, Poland, Rumania, Slovakia; 2) countries of Bulgaria, England, Ireland, Denmark, Norway, Sweden, Finland, Germany, Holland, the Czech Republic; 3) the United Arab Emirates, Egypt, Turkey, Greece, Brazil, Mexico; 4) Australia, Canada, the USA; 5) France, Belgium, Italy, Spain, Hungary.