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GIFT CEREMONY OF THE WESTERN BUSINESS ENVIRONMENT

For many centuries, humanity has established strong international contacts through a system of gifts. The common practice of maintaining long-term relationships is the process of endowing foreign colleagues, business partners, companions, customers with material values. Various gifts, hotels, souvenirs, greeting cards, etc. are used to establish and strengthen international business relationships in European countries. Today, for some members of the international business environment, it remains quite difficult to find, choose a gift, buy it, the manner of presentation, receipt and words of gratitude to the donor. Given the cultural diversity of the world, the very knowledge of gift etiquette, which is an integral part of international dialogue and the key to success in international and foreign economic relations, remains quite relevant.

With this in mind, gift ceremonies, which help to overcome intercultural barriers in building strong relationships with foreign partners, remain relevant for some time. This topic is not left out of the attention of many scientists and constantly arouses interest, interest, debate about the subject of research. The author focuses on the generally accepted and specific rules of gift politeness in the European socio-cultural environment.

The tradition of giving gifts has existed for many centuries and is inherent in every culture of the world. Gifting remains desirable not only within personal relationships, family and friends, but also in corporate, business, international systems. «Magic of surprise» involves knowledge of norms, rules, traditions, customs, superstitions, conventions between the giver and those who hold the gift. With this in mind, when establishing strong business contacts with foreign partners, the gift should not only please, impress, surprise, but also contain sacred content, symbolism, significance, taking into account the tastes and interests of the partner (s).

The gift as a mysterious gift carries sincere feelings, «pure» thoughts and serious intentions of the giver, is a reflection of his inner world. In business, it can contain hidden content, emphasize personal or business relationships between

partners, take into account the company's celebrations of anniversaries, birthdays, awards, given in view of generally accepted holidays (gifts on New Year's Eve, Christmas, Easter, Valentine's Day etc). Remaining an attribute of business etiquette, the gift allows you to get closer to your partner, maintain, strengthen long-term working relationships in a particular field of activity. The value of a gift illustrates the relationship between partners.

Romanesque cultures, unlike Asian ones, do not contain a complex ceremony and symbolism in the culture of giving. In the Western sense, any gift is a means to create an impression, taking into account personal tastes, preferences, habits of the gifted. However, extravagant, daring, flashy presents, souvenirs, postcards, etc. remain taboo in the business circle. When choosing a gift for a business partner, it is advisable to take into account its cost, necessity, functionality, long-awaitedness for the company's representatives. It is important to remember that a gift should in no way affect / offend the national or religious feelings or customs of the person to whom it is intended.

Too expensive, luxurious gifts are not desirable as they can be seen in the aspect of a deliberately hidden bribe. The standardization of receiving gifts and on this basis the avoidance of corruption risks, conflicts of interest remains open to most European countries. Many companies use their own rules for giving / accepting gifts, which prohibit receiving gifts (donations) for decisions, actions or omissions in the interests of the donor. Business hospitality, namely gifts, travel, food, entertainment can be perceived as a bribe. It should be noted that cash business gifts (money, gift cards, vouchers, certificates) are prohibited. For example, in Sweden there is a taboo on accepting gifts in the form of annual membership cards, free passes, discounts on goods and services. By Western standards, the face value of a gift should not exceed in France – 35 French francs, in the UK the amount is 140 pounds, in Germany no more than 25 US dollars, in Norway the amount is 2,000 Norwegian kroner, in the Netherlands, Belgium – 50 euros. in Sweden in the range of 300-400 Swedish kronor [1, p. 367]. By choosing, buying and offering too expensive a valuable thing, a business person puts a representative of the company, the firm in an awkward position. The donation process is cyclical, so gifts of moderate value are more encouraged in the business environment. In view of this, in the Western business community, precious gifts are a moveton, while inexpensive trifles remain a sign of sincerity and affection.

Ceremony of gift giving in European countries is too simplistic, in contrast to Asian cultures, is carried out by agreement of the parties. It is received with

the right hand or two hands, is not set aside, but is opened (unpacked) immediately and displayed for public inspection in the presence of foreign guests and colleagues. The price of the gift is not asked and in no case do not attach a business card to it. Based on business etiquette, all gifts are beautifully decorated, wrapped in gift paper and tied with ribbon or placed in a cardboard box, a beautiful paper bag. As a rule, a hand-signed greeting card is attached to the package. The color scheme, the decor of the package must correspond to the character of the person, his own tastes and interests. Don't forget: «People are greeted by clothes, and gifts – by the wrapper». The presentation of a memorable gift, souvenir is accepted with an expression of deep gratitude. Presenting gifts is not appropriate to show off, «show off», to demonstrate their status, social status, role, special importance in the company. It is worth remembering the traditional saying of the people of the Kingdom of the Netherlands: «Never raise your head above the parapet», so do not stand out, be too noticeable, intrusive with their gifts, souvenirs, treats.

In the official business etiquette of Western countries, it is often customary to give «neutral» gifts, namely diaries, pens, stationery, calendars, books, art albums, leather, metal, glass, crystal, porcelain, car accessories, smoking, alcohol drinks, sweets. Rarely are valuable works of art – paintings, miniatures, rare editions of books, products of masters of folk crafts. High-quality handmade gifts and author's products remain appropriate. In France, Germany, Belgium, Italy, Spain it is not recommended to give advertising and souvenir products, gifts with the company logo. In British companies, only a few things are considered a gift: calendars, notebooks, branded pens, lighters, keychains, beer mugs, scented candles, cute souvenir dolls and teaspoons. Other items are considered as a means of «pressure» on the partner. It is not appropriate in the business sphere to receive perfumes, jewelry. For most Germans and French, these are intimate gifts that are the privilege of relatives. Pleasant in France and Germany are things related to alcoholic beverages – sets of mugs, glasses, decanters. In European business circles it is not customary to give items of clothing, wardrobe items: cufflinks, scarves, caps, gloves, scarves, watches, gloves, bags, handkerchiefs (symbolizing grief / tears), etc. The exception is the tie as an integral attribute of a man's suit, a symbol of strength, power and courage.

A mirror remains an unwanted gift in most Western cultures, as the mirror surface connects the world of the living and the world of the dead, where a mirror portal can open the door to an evil spirit. And for some time it is believed that this mystical accessory with which the rites and conspiracies

were carried out is able to attract quarrels, diseases and troubles in the environment of the gifted. It is forbidden to give sharp, cutting, stabbing objects, because they are «read» as a cold weapon, symbolize danger, threat, war. All gifts, souvenirs, gifts should be decent and given after the meeting, negotiations, signing contracts, agreements.

It should be noted that traditionally business meetings take place in public places – offices, hotels, restaurants, business centers, rarely foreign partners are invited to lunches, dinners, dinners in the family circle. Alcoholic drinks (cognac, dessert wine, champagne, liqueur), various sweets – chocolate, chocolates, cookies, delicacies remain a good gift for the owners of the house. An excellent choice for the owner of the house are business gifts of rare book editions, books in the field of business, books about own country, the city, the region, trifles with national color. Flowers remain a valuable gift for Western ladies, because it is known that «it is impossible to give a woman too many flowers and a child – too many toys». Flowers should be chosen according to the age of the hostess, the inhabitants of the house. As is known in Western culture, floral symbolism is of special importance: carnations, calla lilies, chrysanthemums, hydrangeas are an expression of grief, sorrow, grief; red flowers are associated with a passionate passion in relationships, they are given only to loved ones – mother, wife, sister, daughter-in-law; flowers in money or decorative vases are appropriate among friends / relatives. According to European tradition, the bouquet should have an odd number of flowers. Unlike the Asian cultural tradition, where even numbers are associated with the world of the living, radiate goodness and order, rather than even numbers with the world of the dead, bring chaos, negative energy, and Europeans prefer the latter.

Western society is not devoid of digital superstition, this is due to less sounding numbers in the native language, more religious grounds. As we know, the number thirteen («damn dozen») in most Europeans causes fear, is associated with failure, failure. According to Christian belief, Jesus Christ was crucified on Good Friday the 13th. In some European countries, the phobia about this number persists. For example: in France and Germany there are no houses with this numbering, English sailors do not go to sea on Friday the 13th. In offices, commercial centers, hotels, hospitals are quite careful with the above figure. Most often on floors, stairwells, elevator panels, medical wards there is a designation in the form of 12-A, 12-1 or letter: «Fitness-Center», «Spa», «Reception», «Conference-Hall» and so on. Since the digital image outlined above causes panic, you should avoid gifts in this numerical

quantity, especially for flowers. Thus, in European culture you should be careful when choosing a gift, carefully choose a gift, according to the type of occupation, hobby, tastes and interests of business partners given its value / cheapness, relevance, functionality in business. Therefore, the saying «The main thing is not a gift, but attention» remains relevant today.

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БАУХАУС ЯК ТЕОРЕТИЧНА ПРОБЛЕМА: КЛАСИФІКАЦІЯ НАЯВНИХ ДЖЕРЕЛ

Баухаус — вища школа будівництва та конструювання, що проіснувала на теренах Німеччини з 1919 по 1933 рр. Незважаючи на такий короткий термін, її освітні концепції стали по-справжньому революційними і перетворились в самостійну течію, ідеї якої знаходять своє відображення і сьогодні.

У 2019 р. європейська художня, мистецька та виробнича спільнота святкувала 100-річчя заснування цієї школи та однойменного напрямку, що визначив стиль не тільки своєї епохи, а й подальший розвиток архітектури, містобудування, реклами, дизайну, декоративно-прикладного мистецтва у всьому світі.

Україна не лишилася осторонь цих процесів, адже ще у 30-х роках минулого століття в ряді українських міст (Запоріжжя, Київ, Харків) отримали своє втілення архітектурні ідеї Баухаусу. Ідеться про архітектурний комплекс у Запоріжжі, який планується внести до Всесвітньої спадщини ЮНЕСКО — шосте селище (або так зване Соцмісто) та Дніпровську ГЕС, харківський Держпром (Будинок