

INTERCULTURAL BUSINESS DISCOURSE: CHARACTERISTICS OF KAZAKH CONTEXT

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Abstract

Many cross-cultural business interactions are often a source of cultural misinterpretations and misconceptions. Typically each party uses native strategies to communicate across groups. Different cultures also use their own methods to interpret verbal and non-verbal messages. Therefore, developing a deeper understanding of cross-cultural communicational preferences is critical for any successful international business venture, which stems active research interest in this area. This article, in particular, focuses on a comparative analysis of Kazakh business communication style against different established communication patterns across the globe. This includes the discussion on tendency towards collective culture within Kazakh community with resulting implications on importance of space and privacy, relational and collaborative business inclinations, and intuitive communication style preference. The article also covers the significance of age and preferences. Finally, we explain cultural roots for preferred communication channels, directness, writing clarity and conciseness in Kazakh business discourse. Often it is the historical developments of the community that shape the mentality, styles of spoken and written communication, as well as methods of assessing messages from other cultures. These trends are demonstrated on the development of modern Kazakh business discourse preferences and traits. Overall, we show that it is not only important to be aware of differences in cultural communication conceptions, but it is even more important to recognize them and place messages in the right cultural contexts. This work aims to present a well-rounded overview of Kazakh business discourse preferences, serving as a guideline for cross-cultural business communication as well as an important contributing piece to the field of intercultural studies.

Keywords: Business Discourse, Intercultural Communication, Kazakh communication preferences.