National Identity in Business Communication and Professional Ethics

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Abstract — the paper considers the analysis of social and humanitarian research related to the national identity, which has an impact on the structure of business communication and professional ethics in a multinational society. Global processes, integration of different countries, ethnic groups, cultures and civilizations have directly led to changes in different forms of identities within the process of personal and group communications. One of the solutions to intercultural and inter-ethnic relations, by which the qualitative level of business communication in a multinational society was determined, is the professional environment as a center for potential achievement of global consensus and multicultural unity among the representatives of different national cultures. The reflection of this process raises the problem of increasing the role of business communication and professional ethics as alternatives in solving inter-ethnic problems. The study of this problem provides an opportunity to objectively consider personal psychological and social problems within different forms of communication. This analysis may subsequently affect the awareness of its importance in new socio-cultural conditions of professional activity.

Keywords — *national identity, business communication, professional ethics, socio-psychological aspect, rational and irrational in consciousness.*

I. INTRODUCTION

Computer technologies and their constantly developing opportunities in developing political, economic, sociocultural and inter-ethnic relations made it possible to expand educational and scientific potential in the studied objects and their processes. The adoption of non-standard decisions and non-traditional approaches in the globalizing world allowed creating new forms of business communication with the increasing role of interaction of the interdisciplinary in the educational space and the intersectoral in the industrial complex. The new paradigm of integrity and integrativeness in social relations, awareness of the need for global processes and a comprehensive view of the world, the emergence of a new conceptual apparatus that promotes humanitarian research in the field of business communications – all this leads to changes in the content of categories of rationality and irrationality within the interaction of objects and subjects from the position of public consciousness. Strengthening the importance of non-

traditional means and methods of communication study in the field of professional activity, awareness of mechanisms of understanding the reality through various forms of communication is today a significant understanding of the objectivity of these processes in the creation of “professional ethics”.

The process of business communication involves not just individuals, but individuals with a national identity, who influence business communication in large and small professional groups, who solve the same problems, but who have their own vision of problems from the position of national interests in the business sphere. The concepts of single and collective actors can be applied to them. A single subject is an individual as a carrier of certain professional properties, i.e. a specialist, and the collective subjects should include various professional communities where professional activities are carried out. The interaction of subjects creates certain levels (cultural, national, social, etc.), of which consideration is important for understanding the different technologies of interaction and patterns of professional communication itself. Considering the professional context of business communication development from the point of view of the national identity of its participants, it is necessary to take into account, first of all, the social component, i.e. “professional ethics”. This is particularly important when the professional environment is filled with intercultural and inter-ethnic interaction. Professional interests offset national interests, but the process of unification can over time intensify contradictions between its participants, possessing a national identity, if this is not paid close attention by philosophers, psychologists, sociologists and cultural scientists.

II. LITERATURE REVIEW

The studies of G. De Vos [1] draw an immediate parallel between the national identity and the socio-economic status of the human person, which in our opinion is the basis for professional communication, and therefore the socialization of the human being in the future. Popular ideas of “symbolic interactionism” and “the theory of ego identity” in the United States of America were based on the assimilation concept typical for the state due to its historical development. They formed the basis for G. De Vos’s

analysis of identity at four levels: 1) as a social structure; 2) as models of social interaction; 3) as a subjective experience of identity; 4) as expressions in relatively stable patterns of behavior of the personality itself. One of such models may be the stereotypes of behavior acquired by individuals in a certain national society. This model, in our view, is a more sustainable and schematized model of personality behavior, and therefore less amenable to business communication. Everything depends on the typology of situations and the choice of responses.

Prediction of behavior, reaction of an individual belonging to a specific national group, community, provides an opportunity to design various forms of business communication according to the “golden mean”, so that the interests of all participants of communication processes are taken into account.

This problem is considered mainly by modern social psychology, usually from the perspective of two concepts: models of two dimensions of identity by J. Berry and the theory of social identity by P. Tajfel, J. Turner [2-4]. These models mainly reveal the national identity as an independent social unit from other identities. “National groups may have both strong identification involving an ideal group setting, and weak, both with their group and with the dominant majority group” [2]. In professional activity, this approach leads to isolation of an individual. In fact, this blurred designation of the social identity of individuals in a space of relatively diverse communities is losing its relevance at a time of expanding business communications. The representative of any culture wants to enjoy the social benefits of modern civilization, which provides professional activities. It is through business communications that he tries to achieve his goal quickly.

In the 20th century, business relationships were considered from the perspective of personal qualities of a person (education, leadership skills, responsibility, etc.), i.e. only in combination with natural qualities and extraordinary personality, trying to resist the environment [5]. The modern state of the society implies new forms of communication built not only from the position of national interests, but also from the position of personal professional markers thus achieving the maximum comfortable existence.

Thus, business communication can be directly linked to the concept of “professional ethics” – a necessary attribute of professional activity. But these concepts should be differentiated. “Business communication” shall be seen as a cognitive-motivational core of professional activity, and “professional ethics” is a person’s view of himself as a member of a certain professional group along with emotions and values attributed to that membership. The definition of “business communication” as a sociocultural and socio-psychological phenomenon connecting cognitive and affective perceptions and experiences of an individual arising in relationships and interactions with his professional community and other professional groups is the solution to this problem. National identity as a social aspect of “business communication” and “professional ethics” shall

be structurally interlinked and consistent with universal human values.

In this direction the work of Adam Curle [6], who uses the term “identity of understanding” to define the personal identity and “identity of accessory” – for social identity, seems the most interesting. In our view, “identity of accessory” is that conscious sphere where “professional ethics” feels much more stable and confident due to “comprehensiveness” of traditional values, which it psychologically tries on itself (“this is my land”, “this is my home”, “this is my family”, “this is my work”). Thus, this form of awareness is best understood by the representatives of other national communities who recognize their uniqueness. “Professional awareness” is the recognition by a person of its involvement in general professional activity. Only the process of business communication applies these two forms as the development of new psychological skills to understand social processes, cultural transformation and correlation with own values and universal moral orientations. But at the same time transformation implies selective transfer into the own system of behavior and relations of those norms and rules of business communication, which are adopted in a given society or a professional group. This vision of the problem involves the use of the concepts of personification and personalization – isolation or individualization, which impact business communication mainly at emotional and cognitive levels. However, to date the ratio of external to internal perception of business communication remains open, as it does not affect the behavioral component of professional ethics from the position of irrational in the consciousness of single subjects. Prejudices, stereotypes, mentality, customs, manners, etc., are the real mechanisms that prevent the most effective construction of the system of business relations and the definition of the essence of professional activity.

Summarizing this problem, it is possible to cite the idea of S.L. Rubenstein, who in his work *A Man and the World* said that the “relations” between people, their ability to understand each other and the desire to constantly build and establish them constitute the core of human life [7]. The central, systemic characteristic of a person is recognized as the ability and desire of a person to build relations with another person. The above can be a starting point for considering new business communication relations between its various representatives, taking into account national characteristics, as a wider system in modern sociocultural communities. This makes it possible to identify significant options for building more effective structures of business relations, and hence of professional ethics in the process of globalization of the multinational community. At the present stage of society development, business relations are increasingly based on the variability of solving various problems with the preservation of national interests, but with compliance with international legal norms.

These communications are mainly formed in the process of personal contact between different subjects (state and spiritual leaders, corporate executives, general managers, etc.). For several reasons they may be forced (migration processes, military conflicts, environmental disasters, etc.)

and conscious (common interests, cultural exchange, education, medicine, etc.) The study of this problem is increasingly driven by new global challenges, which force the search for new forms of communication at different levels in a constantly changing world where crises are replaced by prosperity, and vice versa. Regardless of the era one thing remains unchanged – continuous building of relations between individuals, groups, states, etc. The more active the development of global systems, the more active the relations between people develop, acquiring new forms of communication and behavior of an individual, which also affects the global processes.

III. MATERIALS AND METHODS

The methodological basis of the study included a dialectical and axiological approach when considering the development of a multicultural multipolar society. The study also used systemic and structural analyses, elements of behavioristic, primordial, constructivist and instrumental approaches, which allowed establishing the significance and activity of the influence of business communication on modern social processes [8]. Cognitive, systemic, cultural-historical, behavioral approaches were used to determine the structure of national identity [9]. The social level of business communication was considered from the perspective of axiology and its various typologies – plural, cultural, assimilating, social. From the point of view of the theoretical model, structural, content-criterion, procedural-forming functions of business communication were determined. The ideas of constructivism were used from the perspective of specific psychological features of personality affecting modern designed interpersonal relations (personification, personalization, transformation, simulated variability). Classical concepts of consciousness were applied: objective-idealistic, subjective-idealistic, socialization of consciousness, dialectical materialism. These concepts influence the identity of an individual in the development of various types of his or her communicative activities, and also guide and transform his or her professional activities. The classification of a number of irrational components, which most inherently reveal professional ethics, determined its diversification properties in the process of modern communication. From the perspective of the “historical process”, the axiological status of relations as one of the main determinants between various representatives of national communities in the multipolar world is emphasized. The paper analyzes objective and subjective prerequisites of business communication, which influence certain phenomena and processes of national life studied by certain social sciences (historical, political, economic, psychological, sociological, etc.). The dialectic method revealed national identity as part of social reality, subject to all the contradictions typical for general patterns and trends of social development. At the same time, business communication as a subject of research was considered from the perspective of axiology, considering it not only as some value, which is the basis of relations between people, but also as a spiritual element that helps individuals to build and realize this world [10]. However, the civilizational approach served the basis of the study.

This concept is mainly related to social development and is of interest in the description of inter-ethnic and interpersonal communications, where professional ethics and business communication can be considered as subjects of cultural space, contrary to or complementary to modern globalization processes [11].

IV. DISCUSSIONS

The theoretical significance of this paper lies in the analysis and development of a new vision of relations between the concepts of “business communication” and “professional ethics” in the context of modern civilizational challenges. This will reveal the specifics of further development of intercultural communities and predict further qualitative development of business communication. The paper reveals the idea of systematizing and developing categories studying “business communication” and related sociocultural and political processes [12].

The practical significance of the study is determined by the fact that the analysis and conclusions of this paper will help to optimize the process of studying this problem in the educational space between the subjects of the Russian Federation. The work can serve as a methodological basis for sociological studies aimed at monitoring the state of interpersonal and intercultural communications in Russia, which has a unique historical experience of inter-ethnic relations between peoples living in its territory. These studies can also be used in the educational process of higher educational institutions and specialized secondary educational establishments [13-16].

V. RESULTS

Based on an analysis of the national identity in the structure of business communication it can be argued that:

- Business communication is the most irrational topic in the social and humanitarian sphere, as it is an area where the main stereotypical symbols of professional ethics are formed [17]. National identity is one of the early psychological mechanisms in the field of consciousness. This area most stereotypically instills the ideas about behavior and relations of people, makes them strong and stable, so it is hard to rethink. As a result, “business communication” reflecting real interactions between people remains largely irrational in nature. The categorization “I – he” – “we – they” crystallizes various kinds of interpersonal communications, and serves the prism through which the awareness of national identity is refracted. It is the national identity with the help of irrational components that easily mobilizes, quickly consolidates the professional community into defending its interests. This instinctivity, without compliance with international legal norms multiplied by the achievement of profit by any means by world industrial corporations, results in inter-ethnic conflicts that are difficult to predict and solve;

- Individual as a creator and a carrier of various forms of communication defines the main types of rational behavior in professional ethics. Changes constantly taking place in

the structure of business communication under the influence of external circumstances, they change the content of irrational components in the consciousness of an individual, they are reflected in separate elements of culture, language, social structure. But, nevertheless, these are irrational components that remain the most stable in the structure of business communication [18].

- Stereotypification of certain fragments of professional ethics is connected with convenience in their use as a ready-made model of attitude towards other people, events and the world. The stereotype of behavior allows separating “familiar” from “unfamiliar”, and this is its main advantage. They reflect the ideology of communications themselves in relation to certain communities, persons, events, phenomena, in advance, long before the meeting, setting up an individual or a community for communication.

VI. CONCLUSION

In the era of globalization, when the reality is virtualized, there are more opportunities to manipulate and influence national feelings through modern communication systems [19]. According to the proposed concepts, the national identity as a complex socio-psychological phenomenon serves the basis for many communication technologies, which significantly influence cultural and professional development of any state, and becomes one of the factors affecting it. At different periods of history, depending on the situation within a state, the level of development of public relations within and outside the country, the development of modern processes in both cultural and professional activities depends on the national identity within the structure of business communication and professional ethics.

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