

ОСОБЕННОСТИ ПОСТРОЕНИЯ ПРОЦЕССА РАБОТЫ В МЕЖДУНАРОДНОЙ МУЛЬТИМЕДИЙНОЙ КОМАНДЕ

А. М. Хачатурян

Донской государственной технической университет (г. Ростов-на-Дону, Российская Федерация)

Одним из способов развития компетенций студентов является проектная работа. Эффект усиливается при работе в рамках международного проекта, для которого характерен межкультурный профессиональный обмен. Возникающие при подобном медиапроизводстве коммуникационные барьеры напрямую мешают процессу, замедляя его. К видам барьеров относятся, в частности, организационные, межличностные, индивидуальные и межкультурные. Для того чтобы повысить эффективность получения, развития и закрепления компетенций у студентов, необходимо принять комплекс мер по предотвращению негативного влияния коммуникационных барьеров. Цель данной работы — представить и проанализировать свод рекомендаций по снижению влияния таких коммуникационных барьеров.

Ключевые слова: медиа, медиапроизводство, коммуникация, коммуникационные барьеры, международный проект.

UDC 316

PARTICULAR QUALITIES OF SETTING UP THE WORK IN INTERNATIONAL MULTIMEDIA TEAM

A. M. Khachaturyan

Don State Technical University (Rostov-on-Don, Russian Federation)

One of the ways to develop the competencies of students is project work. This effect is enhanced during the activity within the framework of international project which is described with intercultural professional interchange. Communication barriers appearing during such media production interfere with the process directly slows it down. These barriers include organizational, interpersonal, personal and intercultural ones. In order to increase the efficiency of getting, developing and holding these competencies of students we need to take a set of measures to prevent negative impact of communication barriers. The purpose of this work is to present and analyze a set of recommendations for reducing the impact of such communication barriers.

Keywords: media, media production, communication, communication barriers, international project.

Introduction. Today, there are several ways to develop competencies in the student community among its representatives. One of such methods is project activity aimed at improving and practicing students' skills. You can identify many areas for the implementation of such projects and classify them according to various criteria, however, in a particular case, projects can be divided into city, regional, federal and international. Further, the paper discusses aspects of building the team work process in an international multimedia project: what difficulties may arise and what needs to be done to eliminate them with real examples.

Barriers. The most important aspect of building any project process is communication, namely their quality. It is worth mentioning that the barriers that arise in the process of such communications are one of the main causes of malfunctions in the process of project activities. This factor can also be strengthened by the fact that members of such a team can be representatives of different countries, and

this, in turn, leaves a negative imprint on all project activities. The key to solving this issue is to identify communication barriers that impede the process. Barriers can be divided into the following groups [1]:

1. Organizational barriers related to the fact that project participants can be geographically removed; have a special, difficult task, various social statuses.
2. Interpersonal barriers associated with the psychology, values and prejudices of communicating project participants.
3. Individual barriers that come from the personal perception of oneself by the participants.
4. Economic, geographical and temporal barriers that are most often encountered in intercultural communication.

This paper discusses the barriers related to the cultural and geographical features of building communication during the students' project activities using the example of the Third Russian-Chinese Youth Exchange Camp "New Media. The Commonwealth of Youth."

Intercultural barriers. Since the main reason for communication barriers in intercultural project activities is primarily the differences in the perception of activities by team members, it should be determined what the causes of these barriers are.

1. Linguistic barriers. Of course, this is a fundamental cause of communication problems in the construction of project activities. The difficulties of translation entail misunderstandings and, sometimes, conflicts between participants.

2. Barriers of terminology. This type of barrier is related to the professional field: many of the terms used in the media have similar sounding and spelling in different languages, while having different meanings.

3. Cultural barriers. Of course, everyone has different cultural perceptions. For example, the Chinese people have a negative attitude to the number 4, as a result of which, for example, problems may arise during the filming process, up to conflicts.

4. Barriers of color perception [2]. Representatives of different regions of the world have a different understanding of color perception. For example, northern peoples are more restrained in colors because of the surrounding world, and Asian, for example, are modest in relation to flowers due to historical events.

5. Religious barriers. The obvious fact is that the attitude of peoples towards religion is different. Therefore, problems with media production close to filming religious objects can be regular.

These barriers can be systematized by other classification methods, but this does not change the main fact. The emerging communication barriers directly impede the process of media production, slowing it down. [3]

Recommendations. There are various ways to solve these problems For each of the groups of barriers. You can offer a set of simple recommendations, following which you can avoid the main problems in building the communication process in the activities of the international multimedia team, dividing into classes in accordance with the groups:

1. Linguistic barriers. Since this problem is the key in many cases of incorrect communication in media production, it is important to pay the most attention to this issue. There are several solutions, but the most effective is to find and hire a translator (sometimes even for free) from the opposite side of the team. This will help smooth out many of the moments of "miscommunication."

2. Terminology barriers. The only possible solution to the problem of terminology barriers is the careful preparation of terms and the use of a universal language (English). For each profile area, there is a volume of a dictionary of expressions and notations, which will give a clear understanding of the meaning of the word.

3. Cultural barriers. In order to avoid cultural problems in media production, it is important to know the main rule. All cultures are different! It is worth understanding and negotiating with colleagues in advance, to study the cultural features before production. Not everything familiar to us is as close to other peoples and nationalities.

4. Barriers of color perception. The only right decision is to use neutral calm scales. However, with the inevitable need to use specific bright colors or combinations, it is important to take into account the climatic, geographical, historical features of the country whose citizens will be the consumer of this content. The most convenient way would be to search and select media professionals in such countries for consultations.

5. Religious barriers. As practice shows, avoiding the topic of religion is the best way to prevent problems around religion. No matter how hard the content producers try, but sooner or later disagreements will arise. If the topic is clearly positioned in the direction of religion according to your idea, then the most tolerant approach and awareness will help to avoid religious barriers to communication.

Conclusion. In conclusion, it is important to say that media production is a young modern field of activity. The terminology of this sphere has not yet been fully formed and established, but it is an object of activity of representatives of various countries and peoples. Under conditions of modern instability in various political and geographical relations, an important aspect of building the work of an intercultural and international team of media production is the prevention of various kinds of problems associated with communication barriers. The main set of recommendations should be supplemented with the main — timely preparation and study of the characteristics of teammates is the key to successful media production.

References

1. Communication barriers / Psychological community PsyEra. — Access mode: <https://psyera.ru/4649/kommunikativnye-barery-v-delovom-obshchenii> (date of the application: 17.12.2019)
2. Bazыma, B. A. Color psychology: Theory and practice. Moscow: Speech, 2007; 110 p.
3. Vyrkosky, A. V. Managing the process of creating journalistic text in print and online media: dis. ... doctor of philological sciences. Moscow, 2017; 379 p.
4. Коммуникационные барьеры в деловом общении [Электронный ресурс] / Психологическое сообщество PsyEra. — URL : <https://psyera.ru/4649/kommunikativnye-barery-v-delovom-obshchenii> (дата обращения: 17.12.2019).
5. Базыма, Б. А. Психология цвета: теория и практика / Б. А. Базыма. — Санкт-Петербург : Речь, 2007. — 203 с.
6. Вырковский, А. В. Управление процессами создания журналистского текста в печатных и онлайн-СМИ : автореферат дис. ... д-ра филол. наук / А. В. Вырковский. — Москва, 2017. — 61 с.

Об авторе:

Хачатурян Артем Михайлович, студент магистратуры Донского государственного технического университета (344000, РФ, г. Ростов-на-Дону, пл. Гагарина, 1), Amx1997@gmail.com

Authors:

Khachaturyan Artem Mikhailovich, master student of Don State Technical University (344000, Russian Federation, Rostov-on-Don, Gagarina sq. 1), Amx1997@gmail.com