

THE MOSLEM WORLD: THEORETICAL AND PHILOSOPHICAL PROBLEMS

2019.03.005. VALERIYA ROZENBERG. SOCIO-CULTURAL CHARACTERISTICS OF NEGOTIATIONS IN ARAB COUNTRIES // "Vlast," Moscow, 2019, Vol. 27, № 2, P. 110–112.

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The author of the article analyzes the socio-cultural features of negotiations in the Arab countries. The author considers this problem relevant, due to the fact that in recent years the role of the Middle East in the foreign policy of not only the Russian Federation, but the whole world has increased. This is backed up by the importance of the Syrian conflict in the international arena and a series of multilateral international negotiations and foreign policy changes.

Analyzing the situation in the region, the author notes that the role of the Middle East in international relations has increased dramatically. The advantageous location of this region at the junction of three continents, its intensive economic growth and general political instability social contrasts and armed conflicts make the world community increasingly turn their eyes to the Middle East and take an active part in multilateral negotiations with representatives of the Arab world.

The author points to the special significance of the Middle East region on the basis of the fact that it currently appears as one of the centers of terrorism, which poses a huge threat not only to Russia, but also to the whole world. For this reason, much attention has recently been paid to the Syrian conflict: long-term multilateral negotiations lead to global changes in the relations of many countries in the international arena. The author gives an assessment of the Syrian conflict by some analysts who characterize it as a multi-layer cake, in which many conflicting and dissonant interests of both individual states and blocs, groups are mixed - these are the USA, NATO, Turkey, the monarchies of the Persian Gulf, mainly Saudi Arabia and Qatar, Iran, and finally Russia. This tight interweaving of the Arab parties once again indicates the need to study and take into account in practice national specific communicative features for effective interaction with representatives of the Arab countries.

If we talk about the definition, the national style in the negotiations can be defined as adherence to certain cultural values, traditions and customs, orientation to specific decision-making mechanisms, and adherence to certain rules of conduct deeply rooted in national culture during the negotiation process.

Despite extensive research into national negotiating styles, the negotiating specialist must use knowledge of other cultures with great care: avoid stereotypical and false judgments and bear in mind that the identity of the negotiating partner is unique and cannot fully match the national portrait.

The author notes that the study of the basic rules of the Arab negotiation tradition should help to understand the system of thinking and the logic of behavior of the Eastern partners, which may ultimately influence the level of preparation of the negotiation processes, as well as their predictability and extent of conflict. In the Middle East, Islam has a great influence on the world of business and politics. Absolutely everything must be consistent with Moslem norms and rules. Some days and even months are completely excluded from the business life of a

faithful Moslem and therefore negotiations should not be held during the holy month of Ramadan, when all Moslems observe strict fasting and devote all their time to prayers. Friday is also a holy day when Moslems visit mosques for prayer, so receptions and meetings are also not accepted on this day.

State power in Islam is perceived as something sacred, therefore, in Arab culture, the attitude to law and authorities is respectful. The appearance of the negotiators, gifts, etiquette, the allocation of titles and positions of representatives is of great importance in negotiations with the Arab side. Arabs do not allow familiarity; therefore, in a dialogue with them, one should be extremely careful with gestures and expressions. Non-verbal communication is an extremely important part of the dialogue with Arab representatives. This feature can be seen even at the stage of the first contact in business relations: Arabs come very close to their partners, exchange business cards and soft handshakes. The gestures of the Arabs are different from those of the Europeans: for example, Arab partners should not demonstrate their feet and raise their thumbs up. Eastern partners can refuse by raising their chin and eyebrows up, making a clicking sound. Non-verbal communication as part of communication in general requires a separate careful study, because everyday gestures may seem insulting to representatives of other cultures.

Talking about the specifics of the Arab style of negotiations, one should note the subordinate position of women in Moslem culture. Experts do not recommend including women in the process of negotiations with the Arab side. In case this is still not possible for any reason, then women are advised to pay special attention to the requirements for their appearance. All parts of the body, except the face and hands, must be covered, clothing must look like really women's clothing, not men's, it must not be transparent or tight, a woman must not use perfume, her behavior must not be extravagant and defiant.

The Arabic negotiating style is a lengthy process. Hasty decisions look suspicious for the eastern representatives. It often occurs that your Arab partners may take some time to ponder the questions that have arisen - at this time it is better not to bother them, not to rush to break the silence and give the possibility to come quietly to a decision. Negotiations with Arab representatives are characterized by multi-stage strategies with positional bidding, which can take considerable time. Experts recommend developing a preliminary system of concessions in advance, but at the same time, as a rule, in the negotiation process the exchange of concessions should be equivalent, otherwise it will be problematic to reach an agreement.

Arab temperament is characterized by expansiveness and temper. In negotiations with the Arabs, you can notice their impetuosity, restraint, but soon the emotions subside. In such negotiations there are no half-tones and transitions - only direct intransigence. For this reason, in communicating with Arab partners, you can hear threats and direct attitudes: this side is our enemy, and this one is a friend. Negotiating professionals recommend that all agreements reached be made in writing, as otherwise the agreements may be violated (especially in the face of acute political conflicts).

Summing up, the author notes the fact that the Arab culture has pronounced national characteristics and is largely different from European negotiation standards, and therefore, thorough preparation for the negotiation processes involving the Arab side is necessary. Given the fact that today the fiercest clashes are taking place in the Middle East, not only at negotiating tables, but also in armed conflicts, you should pay attention to the analysis of the logic of behavior of the Arab partners.

In conclusion, the author emphasizes once again that the Russian side needs time, knowledge and patience to realize and strengthen its interests in this region in order to achieve peace and understanding in dealing with the East, which occupies a large place in Russia's foreign policy. According to the author,

understanding of the cultural characteristics and logic of the Arab participants in the negotiation processes can reduce the conflict of communication and help to draw up long-term negotiation strategies, which will help to achieve the necessary political agreements

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V. Morozov and E. Litvinova, authors of the article *"Combating Terrorism: The Israeli Experience"* [1], note that the problem of terrorism has existed for more than one decade or even a hundred years. As early as the 1st century, in Judea there existed a sect of sikarii, who were radical nationalists opposing the Romans and the citizens who supported them. Sykarii preferred to act among a large crowd of people, which enabled them to slip away quietly and also had a greater effect.

In the modern world, terrorism has not only disappeared as a phenomenon, but is also acquiring ever more terrifying features and significantly more global dimensions. Although the number of terrorist attacks is reduced every year, their goal is no longer to intimidate the population and advance any demands, but to commit violent acts.