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**Differences and similarities in intercultural communication between Poles and Germans
on the example of selected non-serial publications from years 2007-2014**

Summary

Doctoral thesis deals with the differences and similarities in intercultural communication between Poles and Germans on the basis of business negotiations. The analysis of the research issue was carried out on the basis of publications by Polish and German authors. In their works about international negotiations they prepare the reader, thus a future negotiator, to these activities.

The submitted dissertation constitutes of four parts. Three of them form the theoretical basis of the analysis, the last one is the empirical part. Moreover, for the purpose of verification of presented research questions, the comparative method was used.

In the first chapter, the issues concerning research on comparative analysis of text and culture were presented. The comparative approach puts forward the culture of cultures and their interactive peculiarity as well as reciprocal interplay, whereas interculturality and interdisciplinarity of comparative analysis were used as a conscious research approach.

The second chapter deals with cultural and multicultural issues. The starting point is made up of the definitions of culture. What is more, important notions for this work are cultural standards, patterns and scripts. In this chapter, different kinds of cultures within multicultural business relations were discussed and the models of intercultural communication were presented.

The third chapter contains essential information about the negotiation process, the definitions of this phenomenon were provided, the negotiation stages as well as phases of negotiation process preparation were described. Moreover, chosen negotiation styles and strategies were described. In the third chapter, the model of international negotiations, together with its characteristics and cultural background, was also presented.

Three theoretical chapters of this thesis create context for comparison and the foundation of a created research instrument that was used to analyse texts by Polish and German authors dealing with international negotiations with the consideration of the peculiarity of Polish-German business negotiations.

The result of the research part of this dissertation are the following questions:

- are Polish and German negotiation participants carrying bilateral negotiations basing on the same negotiation models and do the negotiation participants have the same communication

assumptions and analogical aims, are these therefore analogous models enabling successful negotiation performance? What influence does the theoretical communication model have on the suggested negotiation model on the Polish and German side?

- in what way does cultural background influence the negotiation and communication model and how does one culture impose their communication manner on the other?
- is there an acknowledged and accepted by both sides negotiation model, which takes into consideration intercultural differences and leads to successful economic cooperation? What are the sources of negotiation attitudes and what do the adopted negotiation strategies result from?

Empirical material is made up of selected publications from years 2007 – 2014, beginning with Poland's joining Schengen zone in 2007, what had influence on free flow between borders and at the same time resulted in even greater availability of trade contacts. The corpus of texts, that become the subject of comparative research, includes fifteen negotiation guidebooks (by seven Polish and eight German authors). The final part of the research analysis is the verification of raised hypotheses as well as analysis conclusions and suggestions for further research.

Key words:

intercultural communication,
intercultural differences and similarities,
multicultural business relations,
Polish-German business negotiations,
models of intercultural communication.