

Avoiding cross-cultural misunderstanding in asian context

Our world is shrinking, and the possibility of having multicultural student classroom here in Ukraine is much greater than before. Vietnamese community tends to extend due to establishing many Vietnamese corporations and the process of globalization. As a result, Vietnamese learners appear in the English language classrooms in Ukraine as pre-service and in-service students.

The need for scientific study of cross-cultural communication has become central in the field of applied linguistics not only for the purpose of language learning and teaching, but also for enhancing cross-cultural understanding. It is important to investigate how culture influences the realization of the speech act.

Refusals have been chosen as the topic of consideration as they take central place in everyday communication. Ukrainian teachers of English feel pretty confident with rejecting requests when it comes to Ukrainian students but it is hard to reject without risk of offending Vietnamese learners of English.

Asian people try to express *refusals* with caution and care. They employ more *statements of regret* and give variety of reasons in order to provide a rationale for the *refusal* and avoid disappointing their interlocutors. *Adjuncts to refusals-addressing term* show care and respect. Vietnamese students use the highest number of *statements of principle* when they refuse strangers.

Students perform different speech acts in different situations of social status, social distance and with reference to the gender relation between the speakers and interlocutors. Teachers' awareness of cross-cultural differences between Asian and Ukrainian nations will help to determine the key factors of the domain of intercultural communication and avoid cross-cultural misunderstanding.