

Міністерство освіти і науки України
Сумський державний університет
Наукове товариство студентів, аспірантів,
докторантів і молодих вчених СумДУ

ПЕРШИЙ КРОК У НАУКУ

Матеріали
VIII студентської конференції
(Суми, 11 грудня 2016 року)



Суми
Сумський державний університет
2016

MEANS OF CROSS-CULTURAL COMMUNICATION IN GLOBALIZED WORLD

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The article is devoted to the means of intercultural communication in a globalized world. Speaking about intercultural communication, many scholars analyze a combination of the two concepts "culture" and "communication"

Intercultural communication started developing in the 90-ies on the basis of the practice of foreign language teaching, translation studies, cultural studies, paralinguistic. With the spread of international communication and the study of foreign languages acquired interest in intercultural communication, which assumes development in a globalized world . This is due to increased interest in the exchange of information between people of different cultures. Exchanging information is the main method of human communication, the active form of human activity. This is a clear process different types of relations between individual speakers and whole groups of people. Knowledge of another people language is the first step in establishing successful communication between representatives of different Nations and cultures. The main and only subject of communication is the person, who comes into contact with other people.

Means of communication are radically transforming the environment in which the lives of modern men communicate. All-encompassing network of communication creates a global unity of people, eliminate the space and time in the usual sense that the world is perceived as one the whole. It is the so-called globalization of the masses: international industrial and banking corporations, the development of international trade, movement of capital and labour "unify" life and consumption. New means of communication (Internet) not only provide communication between people in any remote places of our planet, but even reach into space and relate to the personal life of each of us. To impose television and illustrated magazines patterns of behavior, appearance, the "prestigious" lifestyle dehumanize people, depriving them of individuality.

Such trends in the development of modern mass media became the reason of unprecedented growth of their political influence on society, on

the formation of public opinion. According to American linguist anthropologist Edward Hall (1914-2009), "culture in itself is communication and communication is culture."

In "the silent Language", published in 1959, E. Hall laid the theoretical foundations of intercultural communication as an integrated science that needs to learn contact between culture and communication through the identification of peoples in different cultural patterns. Further development of it was the development of guidelines put forward by E. Hall [2].

Long before cross-cultural communication emerged as an independent branch of knowledge, many of the issues that have become fundamental for her, violated well-known philosophers and linguists: Aristotle, Leibniz, F. Voltaire, Nd. Herder, I. Kant, G. V. F. Hegel, W. von Humboldt, K. Fosler, A. Potebnya, W. Wundt, F. Boas and others.

Date of birth of intercultural communication as an academic discipline can be considered to be in 1954, when the book by E. Hall and D. Trager "Culture as Communication" was published. In this work, the authors first proposed for wide use of the term "intercultural communication", which reflects, in their opinion, a special area of human relations. Later the main provisions and intercultural communication ideas were more fully developed in the famous work of E. Hall's "Silent Language" ("Silent language", 1959) where the author showed a close relationship between culture and communication. It is believed that E. Hall is the founder of intercultural communication as a discipline.

Intercultural communication as a science arose from practical needs of the analysis and synthesis of the reasons of communicative failures and conflicts caused by not knowing the national-cultural peculiarities of their or neglect. Now it is an independent branch of science, which has its object and subject of research and to take its proper place among other Sciences.

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