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СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
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ЛІНГВІСТИЧНИЙ НАВЧАЛЬНО-МЕТОДИЧНИЙ ЦЕНТР**

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СЕКЦІЯ 1 МОВНА ПОЛІТИКА ТА МІЖКУЛЬТУРНА КОМУНІКАЦІЯ ЯК ФАКТОРИ СТАБІЛЬНОСТІ У СУЧАСНОМУ СВІТІ

INTERCULTURAL COMMUNICATION AND LANGUAGE POLICY AS ESSENTIAL STABILITY FACTORS IN MODERN WORLD

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In the twenty-first century intercultural rapport is the guarantor of productive global communication. Nowadays communication in its meaning becomes the most significant connection between nations, thus we should construct intercultural communication. It promotes cooperation between all concerned parties in many areas. Under conditions of information openness of national borders language policy becomes an important strategic factor in achieving sustained social development, countering ethnic and inter-ethnic conflicts. The only thing that helps representatives of different faiths and different ethnic cultures establish friendly contacts is dialogue. It makes possible to overcome misunderstandings and find more points of contact, spread friendly and peaceful relations worldwide. Modern period is characterized by serious social changes, as communication plays a huge role in international relations, it is a factor of stability.

No culture can exist without continual transmission and enrichment through communication that aims to achieve this purpose. Therefore, every culture has its own language, with the help of which native speakers are able to communicate with each other. It is difficult to overestimate the meaning of language in the culture of any nation. Language is the culture foundation, since all knowledge, skills, material and mental values are stored in a language system. Language is a mirror of culture, it reflects the inner world of a man, his environment, the mentality of the whole nation. Language is a tool of culture that generates personality of a person who sees through the language traditions and particulars image of the world. Therefore every country should lead honest language policy.

Language is one of the most universal and diverse forms of human culture expression, and perhaps even the most essential one. Intercultural communication exists nowadays exactly for communication between representatives of different cultures. Intercultural communication takes place when individuals influenced by different cultural communities negotiate shared meanings in interaction. The notion of intercultural communication depends on the opinion what a person considers a culture, so the definition of culture is quite controversial. In fact, all interactions can be arrayed along some continuum of “interculturalness”. Interactions are most highly intercultural when individuals’ group identities are most salient in determining the values, prejudices, language, nonverbal behaviors and relational styles upon which those individuals draw. When individuals of different cultural backgrounds become more intimate, their interactions typically move along the continuum from more intercultural to more interpersonal, though intercultural elements may always play a role. For casual or business communication, sensitivity to intercultural factors is a key to success.

When people of different cultural backgrounds meet, all differences between them can potentially lead to misunderstanding. Thus a method of comprehending the problems that can arise in intercultural communication is to investigate the ways communication patterns can vary between different linguistic and cultural communities. The variety between different languages, which people learning several different languages become aware of, is the difference between the vocabulary of different languages in terms of words and phrases. In every culture, the words and phrases of everyday language mirror the needs, values and attitudes that have been common and strong and thus have been necessary to communicate about. Another important area in discovering differences that can be significant in intercultural communication is different types of standardized phrases and metaphors. Even grammatical aspects of language are very different.

Learning a second language is not simply mastering an object of academic study, but more appropriate focus on learning a means of communication. Communication in its deep conceptualization is never out of context – even if it might seem as fatigue

communication and as a culture is a part of context, communication is seldom culture-free. Thus, today it is increasingly recognized that language learning and learning about target cultures cannot be separated realistically.

An international language was adopted to simplify the task of intercultural communication. Presently, such language is English. Nowadays, it fulfills the same role that Latin had in the Middle Ages – it is a world language or “lingua franca”, and as itself, it is the main medium in intercultural communication. The status of English is changing alongside with the changing world and becoming multicultural around us. It is also a new phenomenon that worldwide English is more common now in communication acts where neither of the partners is a native speaker. This has led to a significant change in language teaching: the objective is no longer to enable a student to attain like native competence but rather to make him able to communicate fluently, understand the other speaker and make himself being understood. Recognizing the role played by English in international communication, the educational systems of the different countries have started teaching it at an ever younger age. This is quite wise decision, because we should be united with one language. The role of English as a world language will not be endangered in the near future as its hegemony cannot be questioned in the fields dealt with although it will have to fulfill its role in a multilingual and multicultural environment.

In conclusion, one can say that language policy and intercultural communication are essential factors of stability in the contemporary world. Accordingly, it seems urgent that foreign language learners should become intercultural aware of both their own culture and, more importantly, that of others, otherwise, they will interpret the foreign language messages based on their own cultures, whose intended meanings might well be interpreted on different cultural grounds and frameworks. So culture having different meanings should be based on its specific framework and presented to the language learners in its own turn.