

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

## CROSS-CULTURAL COMMUNICATION IN THE GLOBALIZED WORLD

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The modern world is becoming increasingly globalized in its nature of existence. One of the characteristic features of globalization is the interaction of individuals as well as civilizations. A special status is being acquired by intercivilizational relations, the basis of which is intercultural communication, as far as the people's needs of cultural understanding, desire to know the inner world of each other lead to the communication processes intensification that become systematic. Only by finding consensus mankind can solve global problems and be protected from self-destruction.

Intercultural communication as a special kind of communication involves communication between natives of different languages and cultures. Intercultural communication deals with understanding and mutual understanding that means to understand someone and to be understood at the same time, when speaking a foreign language.

At the turn of XX and XXI centuries acute problems of verbal communication, learning tools and communicative impact reached a peak of relevance. The "language taste of epoch" (mentioned by E. Hole) has changed: the "totalitarian language" was replaced by the "free" language media communication at different levels; the role of linguistic identity has increased.

By my personal research, the issue of culture as a universal context, causing the diversity of humanity, was brought to the fore, together with the communication as one of the fundamental interactions between people. The recognition of the absolute value of the world cultures diversity, rejection of colonial cultural policy, awareness of the fragility and the destruction threat against the most traditional cultures and languages led to the rapid development of the relevant knowledge branches based on new phenomenon in human history - the interest of the Earth peoples to one another .

When I used to live in USA I understood that intercultural communication it is a social phenomenon, the essence of which is

constructive or destructive interaction between different cultures (national and ethnic) and the subcultures within a clearly defined space-time continuum. The intercultural interactions are human-centered, a man being considered the bearer of universal and special cultural features, who acts and interacts with others in a large number of contexts of communication.

The cultural globalization is a result of some ethnic cultures integration into a single world culture on the basis of communications, economic relations and social transformation. There are a lot of multicultural people in USA, for example. This process is reflected in intercultural communication through the increasing contacts between intergovernmental institutions, social groups and individuals from different countries and cultures, borrowing cultural values and changing cultural environment as a result of migration.

The existing trend of leveling nation states and distinctive cultures interests, accompanying the globalization process must be resolved or minimized by conducting optimal measures (at the level of international agreements).

As a conclusion, I would say that, realizing the importance of cultural and historical factors in the process of communication, knowledge and adequate implementation of verbal and nonverbal behavior norms contributes to the success of intercultural communication, because communication process involves understanding and mutual adaptation of interlocutors. In order to feel oneself an integral part of the interaction, the approaches to teaching foreign languages, geography and communication should be changed and move from theoretical knowledge to practical courses should be done aiming to break down the wrong cultural stereotypes.

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