

# Formation of Technologies for the Use of Intercultural Communication



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**Abstract:** *The purpose of the article is to develop proposals for the formation of technologies for the use of intercultural communication. The theoretical and methodological basis of the research includes the abstract-logical method, methods of induction, deduction, analysis, synthesis and systematization used to justify the socio-economic aspects of intercultural communication, as well as graphic methods used to study trends in the development of intercultural communication. The results of the study show that intercultural communication should become one of the most important characteristics of a personality, which should take into account theoretical knowledge concerning national cultures, psychological properties and practical skills of effective intercultural communication. It has been proved that intercultural communication does not appear by itself, it must be purposefully and comprehensively formed. It has been determined that the tendency for the modern person to adapt to rapidly changing processes in all spheres of life presupposes integration into the space of the unity of cultures, where the influence of culture on human consciousness and thinking is inevitable, which directly affects the formation of the linguistic picture of the world. It has been revealed that intercultural communication is an aggregate of communication forms between representatives of different cultures, the purpose of which is to establish dialogue or interaction between cultures, where the language is a connecting link. At the same time, the key component is communicative competence, which includes the ability to communicate with representatives of other cultures.*

**Keywords:** *intercultural communication, competence, globalization, territory, adaptation, contact, community, system, information.*

## I. INTRODUCTION

One important feature of modern time is the growing number of people who are in contact with cultures other than their native culture. Therefore, the process of globalization contributes to the understanding of communication between different cultural systems as an essential element of the

picture of the modern world. At the same time, the processes associated with the phenomenon of globalization imply regular contacts in various spheres between representatives of different cultures.

This situation requires the solution of practical tasks and issues of cultural adaptation of representatives of one culture in the territory of another cultural community. In this aspect, the issues of intercultural communication are extremely complex and significant. Moreover, the analysis has shown that communication is a message exchange process. In this way, there is a constant reproduction of meanings, as they do not coincide in people who speak the same language and grew up in the same culture.

Communication provides an opportunity to exchange information and experiences and is a way of establishing contacts. At the same time, its effectiveness depends on the ability of all participants in this process to understand each other, since a common language does not indicate a common understanding of the interlocutors of the subject matter, as a result of which a misunderstanding arises even among native speakers. This is due to the difficulties that arise in the communication process: the act of speech only stimulates the listener mental activity, which is more or less similar to the activity of the speaker.

## II. LITERATURE REVIEW

The study of issues related to the features of intercultural communication was reflected in the works of D.A. Kazieva [1], O.S. Krasilnikova [2], E.N. Kurban [3], O.V. Lezhneva [4], O.V. Flerov [5], L.A. Shabalina [6] and others. Analysis of the literature on the subject of the study allows identifying the contradictions that prove the need for the formation of technologies for the use of intercultural communication.

Researchers [7-9] note that each person has their worldview and their perception of the environment is reflected in the forms and methods of transmitting information to the interlocutors. Therefore, communication can be considered as channels of transmission and receipt of information, where devices and artificial intelligence are involved. Communication can also be considered an exchange of thoughts and achievements of mutual understanding between people in the process of communication.

At the same time, the nature of the interaction between representatives of one culture is determined by their social origin, upbringing, education, sphere of professional activity and individual perception of the world. Sometimes this leads to difficulties during communication.

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However, misunderstandings can be easily overcome due to the cultural program recorded in the subconscious, uniting the community. The difficulties manifested in intercultural communication are more obvious.

### III. PROPOSED METHODOLOGY

#### A. General description

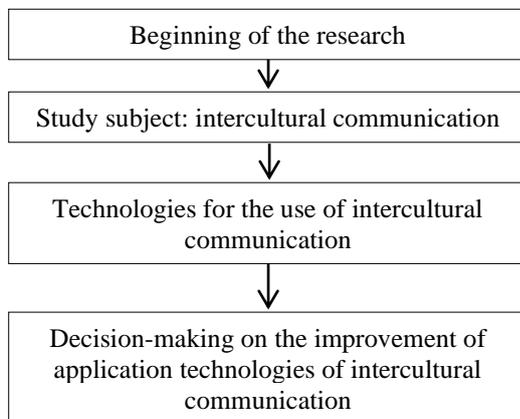
The theoretical and methodological basis of the research includes the abstract-logical method, methods of induction, deduction, analysis, synthesis and systematization used to justify the socio-economic aspects of intercultural communication, as well as graphic methods used to study trends in the development of intercultural communication. The information base of the article consists of legislative and regulatory documents regulating the use of intercultural communication technologies in the modern world [10-12].

#### B. Algorithm

In the course of the study, it is planned to improve technologies for the use of intercultural communication, develop measures to coordinate activities between the main participants in communication and substantiate the situation of the formation of an integration system that ensures the development of intercultural communication in the context of globalization.

#### C. Flow chart

The study is planned to be carried out according to the following scheme, in which intercultural communication is considered as a process arising from a set of cultural and group factors (Figure 1).

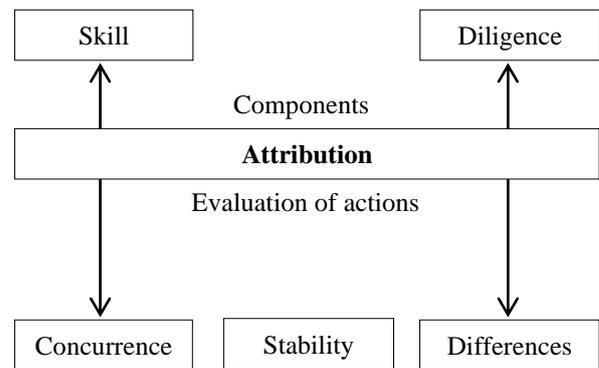


**Fig. 1: Technological scheme of intercultural communication research**

### IV. RESULT ANALYSIS

The practice has shown that internationalization and globalization in society require contacts at the international level in the framework of intercultural communication. Therefore, the prevention and elimination of intercultural misunderstandings can be singled out among the main tasks of intercultural communication. At the same time, intercultural communication is both a science and a set of skills that need to be mastered during communication, since interaction with another culture requires certain knowledge and skills focusing on outdated and established norms of the social practice of people who belong to different national and ethnic communities.

A characteristic feature of intercultural communication is the awareness of the differences of the partner, as well as the differences in their motivations, intentions and background knowledge. In this aspect, multicultural and intercultural communication are related phenomena that occur during the interaction of people in a particular place and environment. These types of communication include elements of the language game and are characterized by some similarities and differences in the cultures of their participants, the success of which depends on attribution in intercultural communication (Figure 2).



**Fig. 2: Attribution in intercultural communication**

At the same time, intercultural communication, in which cultures and languages interact through speech, is based on two types of behavior. Universal behavior, common to all cultures, is based on the biological heredity of man, which is transmitted from generation to generation. Moreover, different ethnic groups have specific behaviors that are shaped by the social and physical environment. Specific behavior forms a specific culture, which can be defined as a mentality (system of values, ideas, customs), that is, a set of conventions that govern social relations. The practice has shown that an important role in interpersonal communication is played by verbal components, which are the main carriers of message meanings. At the same time, the share of nonverbal signals in interpersonal communication is 60-80%, which proves the importance of studying the elements of other semiotic systems. Therefore, when cultures interact, there may be unintended communication failures and conflicts caused by differences in verbal and nonverbal codes in different cultures. It is recognized that specific symbols, stereotypes, prejudices and national speech etiquette play an important role in intercultural communication. In this aspect, the culture of communication is one of the priority components of the professional culture of specialists. It synthesizes a complex of knowledge, values and behaviors characteristic of business communication situations, as well as the ability to flexibly put them into practice to ensure the effectiveness of joint activities. In addition, the culture of professional communication is characterized by the level of communicative knowledge and skills development and allows for inter-subjective interaction aimed at the effective performance of professional duties within the etiquette norms, by which we understand the appropriateness of the use of speech means in various social conditions.



For example, the speaker chooses certain formulas of speech etiquette in accordance with the social status of the partner in communication.

As a rule, pragmatic norms include rules of communication (in particular, the ability to start and end a conversation) and communication tactics (the ability to rephrase a statement, fill a pause). Therefore, the practice of communicative approach to language learning has shown that these components of communication play no less important role in it than, for example, the correctness of speech, since improper treatment with violation of the etiquette norm can lead to more negative consequences than a grammatical or lexical error.

At the same time, long pauses, unfinished sentences and incoherent speech lead to a loss of interest on the part of the listener. Therefore, compliance with the rules of speech etiquette will contribute to improving the culture of professional communication of specialists. However, it is worth emphasizing that speech etiquette permeates all spheres of human life and activity and is considered by us as a set of cultural, national and social rules of linguistic and communicative behavior inherent in certain nations and national communities.

Studies show that culturally-conditioned scenarios consist of stable behavioral formulas that determine the rules for establishing verbal contact between partners, as well as the rules for choosing the right style of communication according to their social roles and situational positions. Hence, a definition of the etiquette of verbal communication can be formulated, by which communication carried out following social, cultural and historically established norms in typical situations of human interaction is meant.

It should be borne in mind that such communication includes both a verbal (certain speech formulas, selection of vocabulary and grammatical structures, intonation characteristics of speech) and a non-verbal component (facial expressions, gestures, poses, distance between the subjects of communication).

Studying intercultural misunderstandings during the translation process, we found the following: communicative strategies in different cultures are formed in relation to the behavioral norms of a given culture and in accordance with acceptable and desirable communicative behavior within the culture; communicative channels of culture reflect its priorities in a hierarchy of values, which may differ substantially in different cultures and cause problems in mutual understanding between representatives of different cultures; incommensurability between the communicative scenarios of different cultures is not limited to linguistic and behavioral spheres and is related to differences in the cultural experience of different cultural communities that affect the structure and configuration of communication systems inherent in these communities; communicative gaps between cultures can be bridged by the introduction of artificial procedures.

Also, the cultural diversity of society encourages each individual to constructive interaction, to the formation of a positive attitude towards the representatives of other nationalities and to the development of knowledge about the surrounding culture. One of the main tasks of modern education is the education of a person who can learn and

create a culture through dialogue, which requires all participants in the process to possess a high level of communicative culture, communicative competence and developed communication skills. At the same time, a communicative culture is possible under the condition of a properly organized intercultural dialogue, which has an important developing role for the modern society and human education, since it is able to turn a person into a representative of another culture, which gives them the opportunity to understand the interlocutor.

As a rule, this refers to the dialogic nature of the personality in the dialogue of cultures. Understanding another person implies a mutual understanding of "I – you" as ontologically different personalities with potentially different cultures, logic of thinking and understanding of truth, beauty and good. Dialogue in the idea of culture involves a dialogue of different opinions or ideas; it is always a dialogue of different cultures. This intercultural dialogue allows identifying common values, ideological positions and traditions.

For different cultures, these are most of those that underlie the ideas of the culture of peace: the idea of the unity of mankind, respect for the rights and life of every person, freedom, tolerance, justice, solidarity, concern for the environment. This increases the space for justice and reduces inequality, as well as forms the ideals of understanding, tolerance and solidarity among all civilizations, peoples and cultures.

Studies show that people's lives and relationships are defined by culture that regulates a wide range of human mentality and behavior and affects the nature of perception, evaluation and interpersonal relationships. Education, upbringing, historical memory, traditions, customs, rules dictated by society, language of communication – all this forms a system of orientations that helps each individual to perceive different life situations and respond to them adequately. To that end, it can be argued that a homogeneous culture cannot exist in any society, just as a homogeneous structure of a society cannot exist. This is the complexity of the phenomenon of intercultural communication, so it can be argued that intercultural communication always reflects the modern culture of society. Since the modern educational space is characterized by a tendency to ethnocultural complications, the manifestation of intercultural tolerance in the future is unconditional, since it directly contributes to intercultural communication. Intercultural communication as a multifaceted concept encompasses two main components – culture and communication. Therefore, any attempt to destroy another's cultural property system results in a loss of contact, emergence of barriers to communication, closeness, self-defense and protection of one's original culture. The leveling of national feelings and national dignity can be manifested in the form of prejudices, stereotypes and discrimination, which leads to a great threat to the further continuation and development of intercultural communication; they form the collective unconscious basis for the emergence of nationalism, as well as its manifestations: fascism, extremism and terrorism.

Therefore, the manifestation of respect and curiosity to the culture of the people and positive assessment of the prospects of its development are the foundations of effective intercultural communication. At the same time, in the process of intercultural communication, it is important to focus on the future and not on the past. Of course, when starting intercultural communication, it is necessary to know the past, the history of one's own and another's peoples, their culture, art, literature and the history of relations between them. However, prospects for the future should dominate.

In addition, each person represents their subculture in addition to their culture: inherited in the family (traditions, customs, norms, rules), received from the closest circle of interlocutors, professional and the one that a person forms for themselves, intending to become part of a certain group. This shows that each person is already a certain social institution of culture.

In this aspect, successful intercultural communication presupposes a person's constant readiness to perceive, understand and accept other ethnic stereotypes of behavior, peoples, customs, interests, cultural values. As experience shows, a significant part of the problems, when communicating with representatives of other cultures, arises from misunderstanding the reasons for each other's behavior when people rely on certain behavior and expect it, coming to erroneous conclusions regarding culture, with a representative of which they communicate.

## V. CONCLUSION

Summing up, it can be noted that intercultural communication should become one of the most important characteristics of the personality, which should take into account the theoretical knowledge concerning national cultures, psychological properties, as well as practical skills of effective intercultural communication. It is obvious that intercultural communication does not appear by itself, it must be purposefully and comprehensively formed.

Therefore, the tendency for modern people to adapt to rapidly changing processes in all spheres of life presupposes integration into the space of the unity of cultures, where the influence of culture on human consciousness and thinking is inevitable, which directly affects the formation of the linguistic picture of the world. However, the presence of misunderstanding in the process of interaction of representatives of different cultures is inevitable.

At the same time, intercultural communication is an aggregate of communication forms between representatives of different cultures, the purpose of which is to establish dialogue or interaction of cultures, where the language is the connecting link. The key component is the communicative competence, including the ability to communicate with representatives of other cultures, which is provided by the presence or acquisition of general cultural knowledge and skills, as well as practical communication skills, psychological readiness, openness to perception and excellent immersion in the cultural environment.

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