

UDC 316.772.4:316.732

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INTERCULTURAL COMMUNICATION AS A KEY ASPECT OF THE MODERN WORLD

Intercultural communication in today's world is becoming increasingly important due to globalization and cultural diversity growing. In today's world, where globalization and technological advancements open up new opportunities for international relations, understanding intercultural communication is becoming a key aspect for achieving success and solving complex problems. Establishing and building relationships in various spheres of human life and activity, the rapid process of globalization and integration of countries into the global information space raise the issue of the need to establish communication. Integration processes involve regular contacts in various spheres between representatives of different cultures and require solving practical problems and issues of cultural adaptation of representatives of one culture in the context of another cultural community. Socio-economic, political and socio-cultural transformations have significantly changed the image of the modern world. World globalization, expansion of economic, trade and cultural contacts, growth of tourism, and the possibility of obtaining education abroad, international student exchanges, organization of foreign states have actualized the problems of intercultural communication and interaction. Intercultural communication is a rather complex, controversial, and dynamic process.

The authors of the article examine the role of intercultural communication in the modern world, the concept and essence of intercultural communication, its definition, key aspects and challenges that arise in the process of interaction between representatives of different cultures, and analyze the impact of intercultural communication on modern society. The influence of cultural factors on the communication process and ways to overcome intercultural barriers are explored.

Intercultural communication is an important aspect of the modern world, where cultural differences are not only a source of positive change but also a cause of conflicts. The article explores the importance of effective intercultural interaction in the context of globalization and international cooperation. In particular, it highlights the problems arising from misunderstandings and cultural differences and suggests ways to resolve such conflicts through the enhancement of cultural competence and the development of intercultural sensitivity.

The research emphasizes the importance of developing intercultural communication skills to overcome interethnic and intercultural conflicts and identifies strategies for improving intercultural communication.

Key words: *intercultural communication, intercultural competence, globalization, cross-cultural education.*

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МІЖКУЛЬТУРНА КОМУНІКАЦІЯ ЯК КЛЮЧОВИЙ АСПЕКТ СУЧАСНОГО СВІТУ

Міжкультурна комунікація в сучасному світі набуває все більшої важливості у зв'язку з глобалізацією та зростанням культурного різноманіття. У сучасному світі, де глобалізація і технологічний прогрес відкривають нові можливості для міжнародних відносин, розуміння міжкультурної комунікації стає ключовим аспектом для

досягнення успіху та вирішення складних проблем. Встановлення та налагодження стосунків у різних сферах життя та діяльності людини, швидкий процес глобалізації та інтеграції країн у світовий інформаційний простір ставлять питання необхідності налагодження комунікацій. Інтеграційні процеси передбачають регулярні контакти у різних сферах між представниками різних культур а також вимагають вирішення поставлених практичних завдань та питань культурної адаптації представників однієї культури в умовах існування іншої культурної спільноти. Соціально-економічні, політичні та соціокультурні трансформації істотно змінили образ сучасного світу. Світова глобалізація, розширення економічних, торговельних і культурних контактів, зростання туризму, можливість отримання освіти за кордоном, міжнародні студентські обміни, організації закордонних стажувань актуалізували проблеми міжкультурного спілкування та взаємодії. Міжкультурна комунікація є доволі складним, та доволі суперечливим та водночас динамічним процесом.

Автори статті розглядають роль міжкультурної комунікації у сучасному світі, поняття та сутність міжкультурної комунікації, її визначення, ключові аспекти та виклики, що виникають у процесі взаємодії між представниками різних культур, а також аналізують вплив міжкультурної комунікації на сучасне суспільство. Досліджується вплив культурних факторів на комунікаційний процес та шляхи подолання міжкультурних бар'єрів.

Міжкультурна комунікація є важливим аспектом сучасного світу, де культурні розбіжності стають не тільки джерелом позитивних змін, але й причиною конфліктів. У статті досліджується важливість ефективної міжкультурної взаємодії в умовах глобалізації та міжнародного співробітництва. Зокрема, висвітлюються проблеми, що виникають внаслідок непорозуміння і культурних розбіжностей, та пропонуються шляхи вирішення таких конфліктів через підвищення культурної компетентності й розвиток міжкультурної чутливості.

Науковий доробок підкреслює важливість розвитку міжкультурних комунікаційних навичок для подолання міжнародних та міжкультурних конфліктів і виокремлює стратегії для покращення міжкультурного спілкування.

Ключові слова: міжкультурна комунікація, міжкультурна компетентність, глобалізація, крос-культурне навчання.

Problem statement. Modern world is becoming more and more globalized, which opens up wide opportunities for intercultural interaction. Increasing international mobility and rapid technological development have led to the fact that interaction between representatives of different cultures has become a necessary and sometimes key aspect of interaction. Due to the growing number of international interactions in the areas of economics, politics, culture and others, intercultural communication is becoming a key skill for success in both professional and personal spheres. Intercultural communication turns out to be a key aspect that determines the effectiveness of communication, business success, and the stability of international relations. Intercultural communication plays a key role in promoting understanding, tolerance and cooperation between different cultures.

Intercultural communication encompasses the interaction between people from different cultures, languages and religions, and requires that the participants in the communication process not only understand other cultures, but also be able to adapt their speech and non-speaking behavior to reflect these differences. Such communication is becoming a key aspect in today's world, where people from different cultures constantly meet and interact with each other. The growing mobility of the population, the convergence of cultures, and the development of technology have made intercultural communication essential for successful functioning in diverse socio-cultural environments.

Research analysis. The study of intercultural communication plays an important role in the development of various scientific disciplines, such as anthropology, sociology, psychology, international

relations and linguistics. American scholars Larry Samovar and Richard Porter in their book "Communication between Cultures" first proposed the concept of "intercultural communication" in 1972. Edward T. Hall, an American anthropologist, is known for his research on non-verbal communication and cultural differences. His works, "The Time Vault and Boundless Contexts" in particular, have become the basis in the field of intercultural communication. Geert Hofstede's research focuses on cultural differences in international organizations, in particular on factors that affect cultural dimensions, such as individualism versus collectivism, power in the organization etc. D. Tannen is an American linguist who studies speech styles and their impact on intercultural communication. The works of such researchers as D. Wunderlich, X. Bausinger, D. Krusche, J. Bolten, Y. Gudenko are also worthy of interest. N. Vysotska, O. Hrytsenko, L. Hubersky, I. Dziuba, L. Pochebut devoted their works to the study of intercultural communication.

Research aims. In today's world, where globalization defines new rules of cooperation and cultural barriers disappear, intercultural communication is becoming a key aspect of human interaction. The growing mobility of the population and the information technology development are changing the interaction between cultures, emphasizing the need to understand and be able to interact with diverse cultural contexts. In this article, we will analyze the importance of intercultural communication in the context of the modern world, highlight the challenges it faces, and suggest ways to overcome these challenges.

Display of the main material. In today's globalized world, where people from different parts of the world

can easily communicate, intercultural communication is becoming a necessary component of the successful functioning of society. Intercultural communication is important for several reasons. The first reason is that it promotes understanding and acceptance of the cultural heritage diversity. Understanding other cultures helps to avoid stereotypes and conflicts that can arise due to misunderstandings. The other one is that intercultural communication is a key element in facilitating international trade, diplomacy and cooperation. Effective interaction between cultures contributes to the development of the economic and international relations. Finally, intercultural communication contributes to personal growth by broadening minds and understanding of culture with contrast with others.

Intercultural communication is defined as the process of interaction between representatives of different cultures, including the exchange of information, ideas and values. It is becoming an important tool in the modern world, where people from different cultures and traditions meet in the workplace, in educational institutions and in international relations. According to I. Myazova intercultural communication is a science and a set of skills that need to be mastered during communication, when interaction with another culture requires certain knowledge and skills, focus on inherited and established norms of social practice of people belonging to different national and ethnic communities (М'язова, 2006:110). F. Batsevych considers intercultural communication as a process of communication (verbal and non-verbal) between people (groups of people) belonging to different national linguistic and cultural communities, who use different languages, feel the linguistic and cultural "foreignness" of the communication partner, have different communicative competence, which can cause communicative failures or cultural shock during communication" (Бацевич, 2004:67).

Effective intercultural communication in society contributes to the preservation of peace and understanding between nations. In business, it is a key success factor in the global market, where enterprises interact with customers, partners and employees from different cultures. Successful international businesses are increasingly realizing the importance of intercultural communication in expanding their influence and increasing their profits. It helps to broaden our understanding of the world, fosters cultural diversity, and promotes peace and cooperation among peoples. In today's world, where migration, tourism and international trade have become the average thing, the ability to communicate effectively

with people from different cultures has become a necessity. International conflicts often arise due to misunderstandings and insufficient communication between cultures.

Let us consider the key aspects of intercultural communication. Depending on the direct subject of study, certain aspects of intercultural communication are distinguished, such as cultural, linguistic, ethical, social and communicative, psychological, professional and applied. It is also worth noting speech and non-speaking behavior, cultural stereotypes, the level of cultural competence and the perception of cultural differences. Every culture has its own unique values, beliefs, and ways of communicating. Understanding and respecting such differences is the basis for successful intercultural communication. Language is the primary tool for communication, but language differences can also be an obstacle to effective information exchange. It is important to consider not only the words but also the context in which they are used. Different cultures use different languages, and even if a person speaks several languages, misunderstandings can arise due to differences in language conventions and expressiveness. Addressing these barriers requires not only language skills but also an understanding of cultural contexts. The modern world requires us to develop intercultural sensitivity skills, which include the ability to listen, perceive and respond to cultural differences with respect and understanding. The Internet and social media make the world more connected, but can also create new intercultural challenges due to virtuality and lack of non-verbal cues.

Among all positive aspects, intercultural communication also faces challenges. One of the most serious challenges is culture shock, which can occur when people move or work in a new cultural environment. It can be a stimulus for development, but it can also lead to stress and uncertainty.

Another challenge is correct translating of cultural codes and norms. It applies not only to language but also to non-verbal communication, such as gestures, facial expressions and personal space also. It can be particularly difficult when the norms and values of one culture contradict with another and requires great sensitivity and adaptability of the person.

The language barrier is another obstacle to successful communication, as language is one of the main tools of communication, but the diversity of languages in the world creates significant barriers. The inability to communicate in the same language often leads to misunderstandings and misinterpretation of information.

Political and economic differences between countries also affect international communication.

For example, trade barriers, restrictions or political conflicts can limit the ability to share information effectively.

Several strategies can improve the effectiveness of intercultural communication. It is important to be open to new ideas and willing to learn about other cultures. Active listening and searching for commonalities can help to understand the views and values of another culture. It is also important to be aware of cultural differences and avoid judgment or prejudice. Cultural context should be taken into account when interacting with people from other cultures. It is important to develop intercultural sensitivity and empathy skills to create a positive and productive dialogue. Intercultural competence training programs at universities and schools help people understand and respect the diversity of cultures. Open-mindedness to new ideas and tolerance of cultural differences contribute to higher level of intercultural communication. Cultural contexts understanding and communication strategies to specific audiences adapting helps to avoid misunderstandings and conflicts and build peaceful coexistence.

To overcome the challenges of intercultural communication, it is important to pay attention to education and training. One of the ways to overcome language barriers is to learn foreign languages and learn about the linguistic characteristics of other cultures. It includes both formal language learning in schools and universities and courses for adults involved in international business or diplomacy. Learning languages can help reduce misunderstandings and increase communication efficiency. People should learn to understand and respect cultural differences, as well as develop effective intercultural communication skills. Education and cultural exchange can help to reduce stereotypes and create a more tolerant society and increase cultural competence.

The development of international exchange programs, intercultural trainings and other similar initiatives can contribute to the development of intercultural competence among the population. It is also important to develop multicultural communities where people can learn and solve problems together. Hiring professional translators and using modern translation technologies can greatly facilitate communication between representatives of different language communities. However, it is important to keep in mind the limitations of automatic translators and the importance of the human factor.

We believe that the most relevant aspect in overcoming the challenges of intercultural communication is cross-cultural training of communication participants at different levels. Cross-

cultural training is an important element in problems solving, as it contributes to the development of intercultural competence necessary for successful interaction in a multicultural environment. Cross-cultural training involves the process of learning and adapting individuals to new cultural environments. It is based on the concepts of intercultural communication, culture shock, adaptation and cultural intelligence. The goal of such training is to raise awareness of cultural differences, develop effective communication and adaptation skills and promote positive attitudes toward representatives of other cultures.

The main components of cross-cultural training are defined in a such way:

- *cultural awareness* of the person, which means understanding culture and realizing how it affects beliefs and behavior. It includes learning about the history, traditions, language and social norms of other cultures.

- *language skills*, which involve language knowledge of the country and are an important aspect of cross-cultural training. Even basic language skills can significantly improve mutual understanding and demonstrate respect for another culture.

- *non-verbal communication*, such as gestures, facial expressions, spatial arrangement are part of non-verbal communication, which can vary significantly between different cultures. The ability to interpret such signals correctly can prevent many misunderstandings.

- *cultural stereotypes and prejudices* which you should learn to recognize and avoid. They can be a serious obstacle to effective communication.

The main components of cross-cultural training are as follows:

- information component, which consists of providing knowledge about cultural characteristics, history, traditions, values and norms of behavior;

- cognitive component which includes development of critical thinking and the ability to analyze cultural differences.

- emotional component includes the formation of a positive attitude and empathy towards representatives of other cultures.

- behavioral component involves the development of practical skills of interaction in an intercultural environment, including verbal and non-verbal communication skills.

There are also several methods of cross-cultural training, among which we consider the following to be the most effective:

- educational programs, trainings and seminars where interactive classes are held to develop practical skills. They can include cultural awareness courses,

intercultural communication training and language courses. Also, online courses and webinars, when distance learning programs are organized that allow you to obtain knowledge in a convenient format (both in the traditional format and online);

– simulation games, in which real-life situations are modeled to practice communication strategies;

– case studies, which involve analyzing specific cases of intercultural interaction to help participants better understand situations they may face in real life;

– mentoring and coaching, which provides individual support and mentoring from experienced professionals. Working with a mentor or coach, you can get personal advice and support in the process of adapting to a new cultural environment.

– gaining own practical experience, which involves immersion in the culture while travelling, having internships or work abroad, which is the most effective way to gain cross-cultural skills.

For the effective implementation and realization of cross-cultural training, certain recommendations should be followed:

– conduct a preliminary analysis of the needs of the organization, group or individuals to determine the main areas of training;

– integrate the training into training programs, as well as include cross-cultural training in the system of professional training and development.

– conduct regular evaluation of the training results in order to improve programs.

– provide opportunities for continuous intercultural competence improvement.

Cross-cultural training is an integral part of successful international communication. It helps people to understand and respect cultural differences, which promotes effective cooperation and mutual understanding. Investing in cross-cultural training is an investment in a future that promises harmonious and productive international relations.

Research shows that cross-cultural training significantly improves the quality of international communication by reducing misunderstandings

and conflicts related to cultural differences. Trained professionals demonstrate a higher level of adaptability, tolerance, and efficiency in interpersonal and business contacts. This, in turn, contributes to the successful implementation of international projects, improved business relations, and strengthened international cooperation. Improved diplomatic and economic relations between countries can significantly reduce barriers to communication. It includes signing international agreements, participating in global forums and organizations and supporting international cooperation.

Conclusion. Intercultural communication is a key aspect of the modern world, where globalization makes it an integral part of professional and personal life. Understanding the implications and challenges of this process allows society to work effectively to build a peaceful and harmonious world in which each person can realize his or her potential in cooperation with representatives of different cultures. Intercultural communication is an important element of the modern world, which requires us to understand, tolerate and be open to the diversity of cultures.

Understanding cultural differences and being able to communicate effectively with people from different cultures is becoming an increasingly important skill. Improving intercultural communication leads to cooperation that is more effective, reduces conflicts and contributes to building harmonious international relations.

The challenge of international communication establishing is a complex and multifaceted process but it can be solved by a comprehensive approach that includes education, technology, cultural training and international cooperation.

In order to achieve successful interaction between different cultures, it is necessary to pay attention to education, develop intercultural competence and promote mutual understanding and respect for different cultural and linguistic heritages. Only then will we be able to enrich the world with intercultural dialog and common efforts.

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