

PROBLEMS OF INTERCULTURAL COMMUNICATION AND THEIR CAUSES

Анотація. Данна стаття присвячена аналізу комунікаційних процесів, що відбуваються між культурами. Так як для сучасної людини характерна зростаюча потреба в повноцінному спілкуванні, прагнення бути зрозумілим і оціненим оточуючими, рішення зазначеного питання є предметом нового наукового напрямку, що одержав назву «міжкультурна комунікація». У статті визначений термін «міжкультурна комунікація», розглянуто теорії міжкультурної комунікації, проаналізовано дослідження цього питання вітчизняними та зарубіжними вченими, висвітлені проблеми, що виникають між представниками різних культур у процесі крос-культурної взаємодії, надані фактори, що перешкоджають успішному міжнаціональному спілкуванню.

Ключові слова: міжкультурна комунікація, крос-культурної взаємодії, конфлікти на міжкультурній основі.

Abstract. This article analyzes communication processes that occur between cultures. As the typical thing for the modern man is an increasing need for proper communication and the desire to be understood and appreciated by others, the decision of this issue is the subject of a new scientific field, called «Intercultural Communication». In the article the term «intercultural communication» is defined. The author considers the theories of intercultural communication, analyses researches of this issue by domestic and foreign scientists, highlights the problems arising between different cultures in the process of cross-cultural interaction, provides the factors that hinder the successful international communication.

Key words: intercultural communication, cross-cultural interaction, theory of intercultural communication, verbal communication, nonverbal communication, paraverbal communication.

All created by man, is a part of the culture. Culture is considered by the modern science as a universal common and at the same time specific to a particular society, nation, organization or group orientation system, which leads to perception, thinking, evaluation and actions of people within the society. Culture performs the mentioned functions in the process of communication, it is communication itself, because the participants of communication are always bearers of a particular culture. Culture realizes its destination through its components: standards, estimates, beliefs, etc., that are shared by the representatives of this culture and serve as guidance for their behavior in different situations. Studying the own culture the individual is socializing but getting to know the values of another culture, he obtains skills of orientation in a space of other cultures.

Some Western scholars believe that the basis of culture is cultural values and norms, and its top is individual human behavior, which manifests itself in communication with other people. So communication is an important part of culture.

With the expansion of international relations, the significance of the ability to determine the cultural characteristics of peoples, respect them and find «common language» is increasing. A person needs experience of different cultures as well as each

culture in order to survive, requires interaction with other cultures. So the grounds for intercultural communication are differences between cultures, that are formed in the process of creating each ethnic culture.

A particular culture has its own rules that govern human behavior and affect the nature of perception and interpersonal relationships. Understanding the features of their own culture is realized in contact with people who are guided in their behavior by other cultural norms. The interaction of such kind sometimes causes conflicts and demands a thorough researches.

The term «intercultural communication» was introduced by Americans E. Holl and D. Traher in their book «Culture as communication: Model and Analysis» in 1954. They focused on the specificity of intercultural communication as a sphere of human relations. E. Holl affirms that culture is communication and communication is a culture. Another American researcher O. Teylor in his book «Intercultural Communication: an important dimension of effective education», contends that communication is a product of culture. The method by which people communicate is stipulated by their culture. The notion of intercultural communication has become particularly prevalent in the German-speaking area. Krum and Virlaker note the following signs of this phenomenon: 1) there are cultures which differ from each other; 2) communication and culture are closely related; 3) elements of culture are reflected in communication; 4) similar cultures facilitate communication, but different ones make it difficult; 5) belonging to a particular culture suggests specificity of communication.

The problems of international communication, interaction of different cultures were explored in the works of many scientists. For example, L. Drobyzheva analyzes the role of social and psychological aspects of international communication, T. Burmistrova and S. Dmitriev reveal the formation and functioning of culture of interethnic communication in different spheres of public life. Ukrainian sociologist

B. Slyuschynskyy focuses on the issue of inter-cultural communication, claiming that ethnic cultural communication today is a transmission of cultural values through direct communication between people, and therefore it is important for intercultural interaction. E. Vereshchagin, V. Kostomarov, V. Vorobiev also were engaged in researching problems of intercultural communication. They insisted that learning a language should be based on culture.

Scientific research in the world of communication shows that the relationship between cultures can be different: a) the utilitarian attitude of one culture to another; b) rejection of one culture by another; c) interaction of different cultures, like relations between equal subjects. The third type of relationship is defined as an intercultural dialogue.

Intercultural communication is a special form of communication between two or more representatives of different cultures, in which the exchange of information and cultural values of interacting cultures occur. This process requires not only knowledge of foreign languages but knowledge of the material and spiritual culture of other people, and determines the pattern partners' behavior in communication.

The research proves that the implementation of cross-cultural interaction requires the following components: 1) the emergence of such situation in which communication

takes place; 2) establishing contacts and their implementation, through which the cross-cultural interaction is realized; 3) availability of interacting parties, which have consciousness and mastering the standards of any cultural system. The parties of interaction should have certain characteristics that will either promote or inhibit interaction.

Intercultural communication, the subject of which is a person, is put into practice in the group or at the individual level. In this case the behavior of each interlocutor is determined by values and norms of the culture to which he belongs.

There are several theories of intercultural communication, which address various problems of interaction between cultures.

According to the theory of E. Hall all the cultures can be classified on the basis of «weak» and «strong» contextual dependence. For members of cultures with «high context» (France, Spain, Italy, the Middle East, Japan and Russia) additional information is required only in small amounts, as well as through informal information networks they are always well informed.

Representatives of such countries as Germany, Switzerland, the US, Scandinavia and other northern European countries, with more free network connections in their social environment and a lower volume of exchange of information relate to countries with «low context». In this group of cultures there are no informal information networks, so there is a great need for additional information to understand people from other countries in communication.

The theory of cultural dimensions of H. Hofstede compares cultures according to the degree of concentration of power, the degree of admissible deviations from established norms and values, the degree of using social relationships as opposed to individual independence and gender influence on culture.

In his theory of cultural literacy E. Hirsch believes that cultural literacy allows people to send and receive complex information orally and in writing, in time and space.

Proportional relationship between levels of linguistic, communicative and cultural competence is necessary for effective intercultural understanding. Depending on the methods, techniques and styles of communication there are three main types of intercultural communication: verbal, nonverbal and paraverbal.

Verbal communication is communication, where interlocutors exchange opinions, information and emotional experiences. Verbal communication is mainly in the form of a dialogue or monologue.

Nonverbal communication is a set of nonverbal means, signs and symbols used to convey information and messages in the communication process. The main forms of nonverbal communication include gestures, postures and body language.

Paraverbal communication is a set of sounds that accompany the speech, bringing to it additional meaning. They are intonation, rhythm, timbre, phrases and logical accents etc.

Communication between people of different cultures can be complicated by the fact that there are differences in the using means of communication between cultures. Therefore, many scientists divide cultures into individualistic and collectivist. In individualistic culture, such as American, much attention is paid to the content, not the

way of the message. These cultures are characterized by a cognitive style of exchanging information (accuracy of using the concepts and logic statements). Representatives of collectivist cultures, apart from the message context, give the great role to the interlocutor and the situation of communication, a message form becomes important, i.e. instead of «that» «how» is noted.

There are four main factors that influence the perception of representatives of different cultures: first impression factor, factor of advantage, attractiveness factor and the factor of attitude to us.

First impression factor. The first impression is often deceptive, it is sometimes difficult to change. Studies show that a person who has sufficient experience of communication can determine by the appearance almost all the characteristics of a partner: his psychological traits, social status and so on.

Factor of advantage. First impression is not enough for a permanent and lasting communication. In this situation the factor of advantage takes effect. For its definition people use two sources of information: human clothes and style.

Attractiveness factor. Every nation has its own, different from others canons of beauty and approval or nonapproval by the society types of appearance. Attractiveness or beauty is subjective and dependent on the current ideal in the culture.

Contacts of different cultures give rise to many problems that are caused by a mismatch norms, values, religions, features of partners, etc. Successful intercultural interaction depends on reaching agreement on the rules and patterns of communication that do not infringe on the interests of different cultures. Achieving positive results in interethnic communication depends on the ability of interlocutors to understand each other, and this is influenced by many factors. T. Hrushevytska, V. Popkov and A. Sadohin note ethnic culture of each of the interlocutors, the psychology of people, cultural values that prevail in a given state.

Of particular interest is the study of barriers to communication among representatives of different social and cultural systems that can cause cultural and communicative shock. Researchers name six major barriers to effective intercultural communication.

1. Assuming similarities. One reason for the misunderstanding with intercultural communication is that people consider themselves like others and are confident that they easily communicate with each other. But communication is a product of culture, so the subjects of intercultural communication differ.

2. Language differences. When people try to communicate in a language which they don't know well, they often use only a single meaning of the word, ignoring all other forms of communication.

3. False nonverbal interpretation. In a particular culture nonverbal behavior is different, therefore its wrong interpretation could easily lead to conflicts that violate the communicative process.

4. Prejudices and stereotypes. Stereotypes and prejudices about people affect perception and communication contacts. Excessive reliance on stereotypes prevents looking objectively at other people, which may adversely affect communication.

5. The desire to evaluate. Different cultural values are another stumbling block on

the path to effective cross-cultural communication.

6. Increased anxiety or stress. Episodes of intercultural communication are often associated with more anxiety and stress than familiar situation of communication within native culture, which also has a negative impact on the quality of communication.

Modern Ukrainian scientists Donets, Komarnytska and Osipov have been exploring issues of intercultural communication. In their view, in communication of different cultures there is possibility of certain problems, namely the difficulties in understanding, misunderstanding, some prejudice, and further communication delimitation, perversion, mental isolation.

Considering the problems of intercultural communication, one should mention the processes of mutual penetrating (convergence and assimilation) of different cultures in the world, or aculturation, linked with globalization. In «Philosophical Encyclopedic Dictionary» acculturation is defined as the process of mutual influence of cultures, perception completely or partially by one people the culture of other people, usually more developed.

One may highlight the following problems of intercultural communication:

1) The problem of migration. The borders between cultures and nations become obscure, at present it is more difficult to control the broad mutual influence of cultures or their dissemination in the world community.

2) The problem of misunderstanding. Cultural features of nations create more space for professional, spiritual interaction and exchange, but wrong interpretation, application or replacement of major concepts lead to frequent conflicts between different cultural groups.

Thus, intercultural communication can cause both positive and negative results. National culture can become as enriched as poor influenced by the assimilation of cultures, national identity may weaken. Therefore intercultural contacts require constant comprehension, interpretation and comparison of their own and other people's culture.

Dissimilarity of people to each other creates favorable conditions for obtaining by a person new skills and abilities, improvement of existing ones, but on the other hand, the more differences in character, upbringing, education and even culture in interacting partners, the more opportunities for the emergence of contradictions and conflicts between them. Each participant of international contacts realizes that knowledge of a foreign language is not enough for an effective intercultural mutual understanding. It is also necessary to know forms and means of cultural communication, standards and rules of foreign language culture, the foundations of human psychology to predict the possibility of misunderstanding between partners and avoid it. All of this draws attention to problems of communication, the major conditions of its effectiveness are mutual understanding, dialogue of cultures, indulgence, tolerance and respect to the culture of partners in communication, to their ideals and values.

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ПРО ОДИН З МЕТОДІВ ЛІНГВОКУЛЬТУРОЛОГІЧНОГО ВИВЧЕННЯ УКРАЇНСЬКОЇ МОВИ ІНОЗЕМНИМИ СТУДЕНТАМИ

Анотація. Стаття присвячена питанню необхідності вивчення лінгвокультурологічної складової мовного знаку у практичному курсі української мови як іноземної. Автор відстоює думку про важливість застосування лінгвокультурологічного коментаря як одного з методів включення такої інформації при вивченні лексичного багатства мови.

Ключові слова: українська мова як іноземна, лінгвокультурологічний коментар, мовний знак.

Abstract. The article deals with necessity to study the linguo-cultural component of the linguistic sign in the practical course of Ukrainian as foreign language. The author defends the idea of the importance to use the linguo-cultural commentary as one of methods of inclusion such information to the study of lexical richness of language.

Key words: Ukrainian as foreign language, the linguo-cultural commentary, linguistic sign.

Постановка проблеми. Вивчення будь-якої іноземної мови неможливе без врахування її здатності акумулювати, зберігати й передавати не лише лінгвістичну, а й різні види позамовної інформації. Граматика, лексика, синтаксис, з яких починається вивчення іноземної мови, формують у студентів,