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SCIENTIFIC RESEARCH AS A «SILENT DIALOGUE» WITH THE INTERCULTURAL GLOBAL ACADEMIC COMMUNITY

Abstract. *The actuality of the chosen educational issue was reasoned with the fact that one of the requirements to your professional training is the ability to conduct a scientific research on your vocational area concerns. Moreover, it can be noted that recent years' surveys have demonstrated the contradictions between the forecasted demanded results of the thesis, papers on certain problem of the studying discipline and the real ones needed to be better and improved. Consequently, today's investigation is a set of research advices, hits, guidelines and recommendation on research methodology application of which, we hope, could make students' future researches of selected disciplinary problems much more successful and complete. The purpose of research is to discover answers to questions through the application of scientific procedure. The main task of research is to find out the truth which is hidden and which has not been discovered as yet with regard to the research meaning, research objectives, research motivation proposed in contemporary findings.*

Key words: *intercultural communication, a research problem, «problem blindness», a scientific undertaking, motivation, the casual explanation, scientific tools, concepts and theories, the scientific procedures, the criteria, to reveal significance.*

Анотація. *Актуальність обраного освітнього питання обґрунтовувалась тим, що однією з вимог до вашої професійної підготовки є вміння вести наукове дослідження за фахом. Крім того, можна відзначити, що наукові результати останніх років продемонстрували суперечності між прогнозованими затребуваними результатами дипломних робіт, робіт з певної проблеми досліджуваної дисципліни та реальними, які потребують покращення та вдосконалення. Отже, сьогоденнє дослідження – це сукупність дослідницьких ідей, висновків, звернень, вказівок та рекомендацій щодо застосування методології дослідження, які, сподіваємось, зроблять подальші наукові доробки студентів окремих дисциплінарних проблем значно успішнішими та повнішими. Мета дослідження полягає в тому, щоб знайти відповіді на запитання шляхом застосування наукової процедури. Основними завданнями дослідження є виявлення прихованої і ще не відкритої істини щодо сенсу дослідження, цілей дослідження, мотивації дослідження, запропонованих у сучасних висновках.*

Ключові слова: *міжкультурна комунікація, дослідницька проблема, «проблемна сліпота», наукове дослідження, мотивація, науковий інструментарій, концепції та теорії, наукові процедури, критерії, виявлення значущості.*

Communication is vital for us to live in a society. Communication has developed vastly today from intrapersonal, through interpersonal, intercultural and intracultural stages. Messages can be communicated from person to person, person to small and large gatherings. The audience may be of the same kind of group or diverse kinds of political groups, ruling people, scientists, doctors and professionals. Intercultural communication is necessarily global today to address the needs of the various groups of people in every nation, race, religion, culture, professions, and politics. Today we are covered by the global economy, interdependent situation, intercultural communication is to be utilized beneficially.

Intercultural communication offers the ability to deal across cultures, which is increasingly important, as the world gets smaller. Getting smaller doesn't mean the world is becoming identical, it means having more and more contact with people who are culturally different.

Consequently, the importance of the scientific research development has greatly increased in recent years. Moreover, the research outcomes in non-verbal form are constantly in the process of development among global academicians. So, in order to be competitive and demanded with good reputation modern researchers must stick to international requirements that are stated in the intercultural communication standards.

Quite often we all hear that a problem clearly stated is a problem half solved. This statement signifies the need for defining a research problem. The problem to be investigated must be defined unambiguously for that will help to discriminate relevant data from the irrelevant ones. Thus, defining a research problem properly is a prerequisite for any study and is a step of the highest importance. In fact, formulation of a problem is often more essential than its solution. It is only on careful detailing the research problem that we can work out the research design and can smoothly carry on all the consequential steps involved while doing research [7; 9].

We become habitual of living in the age of problems i.e. we are so much surrounded by the problem that we suffer from, «*problem blindness*». But in order to solve the problem or making research we need to delimit the problem.

Selection of problem is not the first step in research but identification of the problem is the first step in research. Selection of problem is governed by reflective thinking. It is wrong to think that identification of a problem means to select a topic of a research or statement of the problem [11; 13; 23]. A topic or statement of the problem and research problem are not the synonyms but they are inclusive.

The problem concerns with the functioning of the broader area of field studied, whereas a topic or title or statement of the problem is the verbal statement of the problem (fig. 1.1).



The problem of the current piece of research can be verified with the fact that despite fast scientific progress and advancements in the global academic community the level and quality of modern researches need to be improved in accordance with international standards. The actuality of the chosen educational issue was reasoned with the fact that one of the requirements to your professional training is the ability to conduct a scientific research on your vocational area concerns. Moreover, it can be noted that recent years' surveys have demonstrated the contradictions between the forecasted demanded results of the thesis, papers on certain problem of the studying discipline and the real ones needed to be better and improved. Consequently, today's investigation is a set of research advices, hits, guidelines and recommendation on research methodology application of which, we hope, could make students' future researches of selected disciplinary problems much more successful and complete.

The purpose of research is to discover answers to questions through the application of scientific procedure.

The main task of research is to find out the truth which is hidden and which has not been discovered as yet with regard to the research meaning, research objectives, research motivation proposed in contemporary findings.

Research in common parlance refers to a search for knowledge. One can also define research as a scientific and systematic search for pertinent information on a specific topic. In fact, research is an art of scientific investigation. The Advanced Learner's Dictionary of Current English lays down the meaning of research as «a careful investigation or inquiry specially through search for new facts in any branch of knowledge» [16; 19; 25].

Redman and Mory define research as a «systematized effort to gain new knowledge» [7].

Some people consider research as a movement, a movement from the known to the unknown. It is actually a voyage of discovery. We all possess the vital instinct of inquisitiveness for, when the unknown confronts us, we wonder and our inquisitiveness makes us probe and attain full and fuller understanding of the unknown. This

inquisitiveness is the mother of all knowledge and the method, which man employs for obtaining the knowledge of whatever the unknown, can be termed as research.

According to C. Woody research comprises defining and redefining problems, formulating hypothesis or suggested solutions; collecting, organizing and evaluating data; making deductions and reaching conclusions; and at last carefully testing the conclusions to determine whether they fit the formulating hypothesis. D. Slesinger and M. Stephenson in the Encyclopedia of Social Sciences define research as «the manipulation of things, concepts or symbols for the purpose of generalizing to extend, correct or verify knowledge, whether that knowledge aids in construction of theory or in the practice of an art» [18; 21].

Research is, thus, an original contribution to the existing stock of knowledge making for its advancement. It is the pursuit of truth with the help of study, observation, comparison and experiment. In short, the search for knowledge through objective and systematic method of finding solution to a problem is research. The systematic approach concerning generalization and the formulation of a theory is also research. As such the term ‘research’ refers to the systematic method consisting of enunciating the problem, formulating a hypothesis, collecting the facts or data, analyzing the facts and reaching certain conclusions either in the form of solutions towards the concerned problem or in certain generalizations for some theoretical formulation [8; 14].

According to W. John the secret of our cultural development has been research, pushing back the areas of ignorance by discovering new truths, which, in turn, lead to better ways of doing things and better products [3].

In the main part of the ongoing paper we are coming up with the following the important definitions of research:

- research is an endeavor / attempt to discover, develop and verify knowledge. It is an intellectual process that has developed over hundreds of years ever changing in purpose and form and always researching to truth (J. Rummel);

- research is an honest, exhaustive, intelligent searching for facts and their meanings or implications with reference to a given problem. The product or findings of a given piece of research should be an authentic, verifiable contribution to knowledge in the field studied (P. Cook);

- research may be defined as a method of studying problems whose solutions are to be derived partly or wholly from facts (W. Monroes);

- research is considered to be the more formal, systematic intensive process of carrying on the scientific method of analysis. It involves a more systematic structure of investigation, usually resulting in some sort of formal record of procedures and a report of results or conclusion (W. Best);

- research comprises defining and redefining problems, formulating hypothesis or suggested solutions, collecting, organizing and evaluating data, making deductions and reaching conclusions and at last careful testing the conclusions to determine whether they fit the formulated hypothesis (C. Woody);

- research is a systematic effort to gain new knowledge (Redman & Mori);

- social research may be defined as a scientific undertaking which by means of logical and systematized techniques aims to discover new facts or verify and test old facts,

analyze their sequences, interrelationships and casual explanation which were derived within an appropriate theoretical frame of reference, develop new scientific tools, concepts and theories which would facilitate reliable and valid study of human behavior. (P. Younge) [13; 17; 24] (fig. 1.2).



Figure 1.2 Types of Modern Researches

Objectives of Research

The purpose of research is to discover answers to questions through the application of scientific procedures. The main aim of research is to find out the truth which is hidden and which has not been discovered as yet. Though each research study has its own specific purpose, we may think of research objectives as falling into a number of following broad groupings:

1. To gain familiarity with a phenomenon or to achieve new insights into it (studies with this object in view are termed as exploratory or formulative research studies);
2. To portray accurately the characteristics of a particular individual, situation or a group (studies with this object in view are known as descriptive research studies);
3. To determine the frequency with which something occurs or with which it is associated with something else (studies with this object in view are known as diagnostic research studies);
4. To test a hypothesis of a causal relationship between variables (such studies are known as hypothesis-testing research studies) [26; 27].

Motivation in Research

What makes people to undertake research? This is a question of fundamental importance. The possible motives for doing research may be either one or more of the following:

1. Desire to get a research degree along with its consequential benefits;
2. Desire to face the challenge in solving the unsolved problems, i.e., concern over practical problems initiates research;
3. Desire to get intellectual joy of doing some creative work;

4. Desire to be of service to society;
5. Desire to get respectability [12].

However, this is not an exhaustive list of factors motivating people to undertake research studies.

Many more factors such as directives of government, employment conditions, curiosity about new things, desire to understand causal relationships, social thinking and awakening, and the like may as well motivate (or at times compel) people to perform research operations.

To sum up, whatever may be the types of research works and studies, one thing that is important is that they all meet on the common ground of scientific method employed by them. One expects scientific research to satisfy the following criteria:

1. The purpose of the research should be clearly defined and common concepts be used.
2. The research procedure used should be described in sufficient detail to permit another researcher to repeat the research for further advancement, keeping the continuity of what has already been attained.
3. The procedural design of the research should be carefully planned to yield results that are as objective as possible.
4. The researcher should report with complete frankness, flaws in procedural design and estimate their effects upon the findings.
5. The analysis of data should be sufficiently adequate to reveal its significance and the methods of analysis used should be appropriate. The validity and reliability of the data should be checked carefully.
6. Conclusions should be confined to those justified by the data of the research and limited to those for which the data provide an adequate basis.
7. Greater confidence in research is warranted if the researcher is experienced, has a good reputation in research and is a person of integrity.

In other words, we can state the qualities of a good research as under:

1. Good research is systematic: it means that research is structured with specified steps to be taken in a specified sequence in accordance with the well-defined set of rules. Systematic characteristic of the research does not rule out creative thinking but it certainly does reject the use of guessing and intuition in arriving at conclusions.
2. Good research is logical: this implies that research is guided by the rules of logical reasoning and the logical process of induction and deduction are of great value in carrying out research. Induction is the process of reasoning from a part to the whole whereas deduction is the process of reasoning from some premise to a conclusion which follows from that very premise. In fact, logical reasoning makes research more meaningful in the context of decision making.
3. Good research is empirical: it implies that research is related basically to one or more aspects of a real situation and deals with concrete data that provides a basis for external validity to research results.
4. Good research is replicable: this characteristic allows research results to be verified by replicating the study and thereby building a sound basis for decisions.

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