

The Role Of Language In Intercultural Communication

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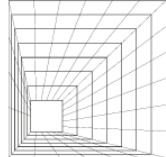
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Abstract. The article is devoted to the problem of studying the relationship of language and culture, which are important components of human life. The importance of the role of language in intercultural communication is shown. The basic functions of language (communication, cognition and influence) interacting in different acts of speech and in texts are considered. The features and factors contributing to the effectiveness of intercultural communication are studied. The influence of language on human behavior and culture is considered. The importance of intercultural communication in human life is shown, due to the ongoing processes of globalization of economic, political and cultural aspects of cooperation. The levels of implementation of intercultural communication are considered. The solution of important problems on the part of a person in the process of intercultural communication is shown.

Keywords: language, culture, intercultural communication, intercultural relations, direct communication, indirect communication.

The relationship between languages and culture has worried many linguists and philosophers since ancient times. On the one hand, culture permeates all aspects of human life, including language, and is considered comprehensive. People of different cultures can understand each other, even though they speak different languages and have different worldviews, because many basic concepts are universal. In linguistics at the beginning of the 20th century, the concepts of "language" and "speech" were separated, the social from the individual, the historically developing language system and the special human activity were separated. Language as a social phenomenon is considered as a symbolic mechanism of communication, a system of discrete signs that serve for communication and are able to express the totality of human ideas about the world. The term "language" refers to a complex system of meanings and relationships, prescriptions and assessments, ethics and aesthetics, faith and beliefs, concepts of time and space. The distinction between language and speech must be taken into account when discussing the role (usage, purpose, use) language in human society, in the formation of personality, its education. Considering the essential role of language for expressing feelings, emotions, for influencing personality and its formation, a third is added to these two functions (that is, the communicative function is the function of communication, and the cognitive function is cognitive): some scientists – emotional (the function of influence), others – directive (the function of personality formation). With the help of language, sciences are studied and knowledge is gained, through it we explain ourselves to each other, solve various issues, ask, greet, reconcile, give, receive, fulfill requests, inspire each other. With the help of language, cities are being built and culture is developing. I think there is nothing better than language. All the basic functions of language: communication, cognition, and impact are reflected in this vivid parable.

The paradoxical nature of the juxtaposition and the playing of homonymy enhance its impact, convincing us that there is no language that is good or bad, that there is "nothing better than language" in humans. Each new generation, each representative of a particular ethnic group, mastering the language, is introduced through it to collective experience, collective knowledge of the surrounding reality, generally accepted norms of behavior, assessments rejected or accepted by the people, and social values. It follows from this that language cannot

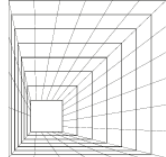


but influence the experience of a particular individual, his behavior, and culture. All spheres of human activity are under the explicit or implicit influence of the literary language, its institutions, traditions, and its success depends to a large extent on the linguistic environment in which a person's life takes place, how he mastered his native language. The language captures the entire cognitive experience of the people, their moral, ethical, socio-aesthetic, artistic and educational ideals. The language preserves the history of the people's movement along the path of civilization, it reflects the character of the people, their likes and dislikes, and ties with neighboring peoples. The language has absorbed all the subtleties of the evaluative attitude to reality, its perception and reflection.

In the 21st century, intercultural communication is an integral part of everyone's life. This is due to the ongoing processes of globalization of the economic, political and cultural aspects of cooperation. In this regard, the study of the features and factors contributing to effective intercultural communication is a promising and relevant area of scientific research [3: 101]. "Intercultural communication" is a special form of communication between two or more representatives of different cultures, during which information and cultural values of interacting cultures are exchanged. The process of intercultural communication is a specific form of activity that is not limited only to knowledge of foreign languages, but also requires knowledge of the material and spiritual culture of another nation, religion, values, moral attitudes, worldviews, etc., which together determine the behavior model of communication partners. Learning foreign languages and using them as a means of international communication is impossible today without a deep and comprehensive knowledge of the culture of native speakers of these languages, their mentality, national character, lifestyle, vision of the world, customs, traditions, etc.

Only a combination of these two types of knowledge – language and culture – ensures effective and fruitful communication [3: 74]. Intercultural communication can be carried out either on a group level or on an individual level. But at both levels, the main subject of intercultural communication is a person. At the same time, each person's behavior is determined by the values and norms of the culture in which they are included. In this regard, each participant in intercultural communication has his own system of rules determined by his socio-cultural affiliation. Therefore, when communicating directly, representatives of different cultures face the need to overcome not only linguistic differences, but also differences of a socio-cultural and ethnic nature. Currently, a whole group of humanities is engaged in the study of intercultural communication: cultural studies, communication studies, sociology of culture, linguoculturology, ethnopsychology, etc. In order to maintain diverse and multi-level contacts and forms of communication, it is necessary not only to know the appropriate language, but also to know the norms and rules of foreign culture. Each participant in international contacts quickly realizes that proficiency in a foreign language alone is not enough for full-fledged intercultural understanding, that knowledge of the communication process itself is required in order to predict the possibilities of misunderstanding partners and avoid it. Human understanding is becoming one of the most important aspects of the development of modern society.

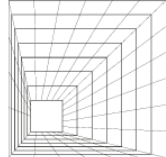
A modern person is characterized by a growing need for full-fledged communication, the desire to "be best understood and appreciated by others." The main means of achieving mutual understanding of people is their communication, in the process of which people manifest themselves, reveal all their qualities. In communication, a person learns universal human experience, historically established social norms, values, knowledge, ways of activity, thus forming as a person, as a carrier of culture. Although a person learns about the world through himself, projecting his own experience of world perception onto another person, it must be remembered that "other" means first of all "different from me." The difference between people



creates favorable conditions for a person to acquire new skills and abilities and improve existing ones, but on the other hand, the greater the differences in characters, upbringing, education and cultural level of interacting partners, the more opportunities there are for contradictions and conflicts between them. Therefore, people should have a diverse arsenal of forms and means of cultural communication, the basics of psychological knowledge about the behavior of communication partners. The objective basis for intercultural communication is the differences between cultures that develop during the formation of each ethnic culture. As already noted, people's lives and relationships are determined by the norms that exist in a particular culture, which regulate almost all areas of human thinking and behavior and influence the nature of perception, evaluation and interpersonal relationships. Education, upbringing, historical memory, traditions, customs and language develop a system of orientations that help people successfully cope with everyday situations and various problems. Awareness of the peculiarities of one's own culture occurs when contacting people who are guided by other cultural norms in their behavior. At the same time, this kind of interaction is often associated with discomfort or generates conflict situations and requires extensive research.. As ancient as the desire to comprehend other cultures is the desire not to take other cultures into account or consider them as unworthy, assessing the bearers of these cultures as second-class people, considering them barbarians who have no culture, no personal qualities, and generally no human dignity.

Self-awareness as a participant in intercultural communication and experience intercultural interaction are positive prerequisites that set up communicants for effective communication. Interlocutors who know that they are coming into contact with a representative of a foreign culture take this fact into account when choosing communication tools, and this partly facilitates their interaction. Thus, native speakers with experience in intercultural communication try to speak more clearly and slowly, avoiding the use of idioms, specific words and expressions, slang and complex syntactic constructions. In the process of intercultural communication, each person simultaneously solves two major problems – they strive to preserve their cultural identity and integrate into someone else's culture. The combination of possible solutions to these problems defines four main forms of intercultural communication: direct, indirect, indirect and non-indirect. In direct communication, information is addressed directly from the sender to the recipient. It can be carried out both orally and in writing. In direct communication, the greatest effect is achieved through oral speech, combining verbal and non-verbal tools. In indirect communication, which is mainly of a one-sided nature, information sources are works of literature and art, radio messages, television broadcasts, publications in newspapers and magazines, etc.____ Thus, difficulties in intercultural communication may arise due to the fact that almost all societies have different language levels (official language and everyday language, in which numerous dialects are distinguished). Mastering the rules of speech is an important part of a person's ability to be a member of a community. Each person has many qualities, such as intelligence, tolerance, personal strength, and the ability to build positive social relationships that determine a person's behavior in a given situation. On the one hand, communication is a form of action, and on the other hand, a form of "practical culture." For the realization and development of culture, language plays a crucial role for people. To ensure success in communication and cooperation, it is necessary to strive for understanding. Because Communication is the ultimate goal of intercultural communication, and we need to promote this understanding by identifying potential sources of conflict (misinterpretation, misunderstanding, cultural barriers, etc.) that may arise as a result of cultural differences. High-quality communication leads to a good atmosphere of cooperation.

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