

CHARACTERISTIC FEATURES OF INTERCULTURAL COMMUNICATION

Vafa Maharramova

Associate Professor at the Department of Foreign Languages,
Mingachevir State University, Azerbaijan
e-mail: mhrrmova.vfa@mail.ru, orcid.org/0000-0002-9204-3782

Summary

Intercultural communication is the interaction of carriers of different cultures. Man is not the only bearer of culture, biologists and psychologists argue that some animals (in particular, great apes) are able to develop and transmit culture. Intercultural communication (ICC) is a special section of the general theory of communication, which studies – in theoretical and practical terms – the communicative interaction of representatives of different cultures. This teaching aid is intended to acquaint students with the basics of the theory of intercultural communication as a special field of scientific knowledge, as well as with the possibilities of applying this theory in real communication practice. Thus, different animal populations are carriers of different cultures, and the interaction of these groups can also be called intercultural communication. The theory of intercultural communication (ICC), of course, is not concerned with the study of the analysis of animal communication. It is important however, to understand that the ICC is a very ancient phenomenon it appeared simultaneously with the formation of what we call different cultures. The theory of intercultural communication is a discipline that describes the process of intercultural communication, the conditions for its implementation, possible difficulties and causes of communication failures. This article will consider the concept of intercultural communication, key features of the theory of intercultural communication, interdisciplinary connections, the history of this discipline, the scope of knowledge from the field of intercultural communication.

However, the theory of ICC as an independent scientific discipline arose quite recently, in the middle of the 20th century. Interest in studying the processes of intercultural communication, in their theoretical understanding arose primarily under the influence of globalization. Transnational corporations are being created, the tourism industry is developing, migration processes are intensifying, more and more people are entering into interethnic marriages, and the adoption of children from other countries is becoming more and more popular.

Key words: Culture, Communication, Intercultural communication, Theory of intercultural communication.

DOI <https://doi.org/10.23856/5407>

1. Introduction

Communication is the exchange of information between people through a common system of signs.

We communicate not only through natural language. We communicate information to each other through gestures, facial expressions, postures, our position in space, preverbal means. How do we inform the interlocutor about our state, mood, etc.? We use a certain system of signs common to us and our interlocutor. For communication to be possible, we need some common code with which we encode the information we want to convey and decipher the

information we receive from the interlocutor. Therefore, communication is the object of study of semiotics, and in the semiotic sense, communication will also be the contemplation of a picture or an architectural monument, watching a movie or series (communication does not always involve a direct reaction). Communicators can be not only people, moreover, not only living beings. Connecting a Smartphone to a computer is also communication. Animals can communicate. Communication is information exchange of any kind. (Hall, 1959)

Verbal communication (communication using natural language) is mind-oriented, unlike all other forms of communication. Non-verbal communication is also possible in the animal world.

2. Definition of intercultural communication

Let us now try to define intercultural communication. First you need to understand the components of this term.

First, you need to define what culture is. There are many definitions of culture. It is studied in various humanities: anthropology, cultural studies, sociology, psychology, etc., as well as in many related disciplines, including the theory of ICC. None of these sciences has a well-established understanding of culture. In a broad sense, culture is defined as everything that is created and is being created as a result of human activity. These are not only material, physical objects (tools, household items, art objects), but also something intangible – values, habits, customs, traditions, norms of behavior, etc. But culture is not just the sum of individual objects and phenomena. (Hampden Turner, 2004). Culture is a system of beliefs, values, norms (primarily behavioral), beliefs, customs, traditions and knowledge inherent in a certain society. Moreover, this society is not necessarily an ethnic group, it can be a larger group of people, and then we are talking about interethnic values and norms; to some extent, they include, for example, various religious cultures, the carriers of which are representatives of several ethnic groups. The bearers of culture can be social groups that are “smaller” than an ethno-social classes, individual generations of people in a certain society. That is, you and your parents are, in a sense, carriers of different cultures.

There are also some difficulties with the definition of communication, since it, like culture, is the object of study of various sciences. In this topic, we will limit ourselves to the simplest definition: communication is the process of exchanging information.

So, intercultural communication is the exchange of information carried out by carriers of different cultures, and the fact that communicants are carriers of different cultures greatly affects their communication and to some extent determines its course. ICC theory is a discipline that studies such interaction

ICC theory is an interdisciplinary area of research. It is associated with the following sciences: (Lewis, 2006)

1) the theory of communication: at the junction of these sciences, the features of the interaction of people in an intercultural context are considered;

2) linguistics: the relationship between language and reality, the role of language in the process of communication;

3) anthropology: the role of culture in communication, non-verbal aspects of communication;

4) psychology: the influence of stereotypes on the thinking and (self) perception of communicants, personal characteristics of communicants;

5) sociology: the influence of the social status of communicants on their communication.

In the future, the theory of the ICC was enriched by many theories. Here are some of them (in parentheses are the names of scientists - authors of the relevant theories):

- the theory of communicative adaptation (Howard Giles);
- theory of acculturation;
- theory of intercultural adaptation;
- identity management theory (William Kupach, Tadasu Todd Imauri);
- the theory of "face" (Stell Ting-Tumi), etc.

We said that the main reason for the increased interest in the study of MC interactions is globalization processes. However, technological progress is far ahead of our mastering the skills of MC interaction. We can reach Germany in a few hours without knowing anything about it. The study of the features of communication with the carriers of German culture takes much more time. Despite the integration and globalization processes, the diversity of cultures in the world is far from unification moreover, many ethnic groups are actively trying to counteract these processes. (*Hofstede, 2010*) That is why nationalist sentiments are intensifying in many countries of the world - people begin to value their culture, strive to protect it from the unifying effects of globalization

And precisely for these two reasons - on the one hand, the intensification of globalization processes, on the other hand, the desire to preserve unique cultural values and norms - the study of the principles and strategies of the IWC is now necessary for every member of human society. Large businessmen, analysts, politicians, translators, teachers, by virtue of their profession, need to communicate regularly with representatives of different cultures. If we understand culture as broadly as possible, then we can say that any person whose work is somehow connected with people communicates with representatives of other cultures, and therefore knowledge of the strategies for conducting ICC is necessary for almost every member of society. For everyday communication, the skills of conducting an ICC are also important, since in the modern world, on the territory of each individual state, there are many ethnic, religious, social groups that are in daily contact with each other; the more important these skills are in terms of migration (including internal migration, i.e. within one's own country), as well as during travel and business trips. Finally, knowledge of the principles of the ICC, understanding of its mechanisms and features is necessary for personal development: understanding the differences between cultures, their nature and external manifestations enriches the individual and expands his ideas about himself as a representative of a certain culture (cultures), the essence of this culture and the world as a whole. (*Sadokhin, 2005*)

The importance of studying the theory of ICC for a person engaged in linguistics can hardly be overestimated, since it:

- expands the idea of communication by emphasizing the non-verbal aspect in the transfer of information;
- deepens the understanding of the interdisciplinary connections of linguistics and its applied significance;
- expands the idea of the possibilities of professional self-realization;
- teaches the mechanisms of "decoding" cultural (in different senses) information contained in speech, thereby developing analytical skills, expanding ideas about the possibilities of language as a repository of information.

Researcher S.A. Karasev argues that in the 21st century, the emergence of a new linguistic phenomenon is possible - international English, which will embody the features of all national variants of the English language, which is facilitated by the growing use of English in

such areas as the media, advertising, film industry, pop music, tourism, international business, international security (creation of unified language systems Sea Speak, Emergency Speak, Air Speak), education, international communications (*Hall, 1959:81*).

Also, a special role at international conferences, symposiums or meetings belongs to English, which is the language of international communication, the universal lingua franca, the intermediary language for communication between representatives of different linguistic communities.

One billion, that is, 20% of the world's population, speaks English. More than 75% of international correspondence (letters, e-mail) and 90% of information on Internet sites is presented in English (*Tormosheva: 2009*). English is actively used in advertising.

It seems that the reason for this is the synergistic effect of the following factors (*Bagdasarova, 2008:3*): the existence of a large number of former British colonies that have chosen English as the state language (Australia, Canada, USA); traditional study of English by local elites in colonies on different continents (Hong Kong, India, Philippines); the use of English as an official language by influential international organizations (UN, UNESCO, etc.); significant role of English-speaking countries in geopolitics; the rapid spread of the English language via the Internet. In the modern business world, it is impossible to do without knowledge of the English language. As practice shows, English is simply extremely necessary for a business person today (*Sokur, 2014:169*).

According to D. Crystal, English has become the language of world communication in the field of business communication, since this language has simplified the exchange of messages between an ever-growing numbers of communicators around the world (*Crystal, 2003:158*). It is noteworthy that in English-speaking countries, it is becoming more and more popular in companies to train employees in the linguistic features of communication with foreign partners in order to increase the effectiveness of business contacts.

Speaking about the special role that English plays in international business communication, it should be mentioned that English is declared the official language of international and transnational corporations. About 50% of companies in Europe communicate with each other in English. As an example, Philips is a Dutch multinational company that chose English as the language of communication rather than Dutch because there are relatively few Dutch people in the company (*Tormosheva, 2009*). A similar situation is observed in the German company Porsche, where English was preferred to German, despite the fact that the company employs many Germans and also the fact that German itself is the language of world communication.

Thus, we can conclude that today English has become a truly world language of intercultural communication, not a single meeting at the international level takes place without the "participation" of the English language, which indicates its special role as the language of intercultural communication.

3. Conclusions

Intercultural communication (ICC) is a special section of the general theory of communication, which studies - in theoretical and practical terms - the communicative interaction of representatives of different cultures. This teaching aid is intended to acquaint students with the basics of the theory of intercultural communication as a special field of scientific knowledge, as well as with the possibilities of applying this theory in real communication practice. Knowledge of the basics of the theory of intercultural communication is an integral part of

the training of a linguist, translator, teacher of foreign languages, as well as any specialist who in one way or another has to interact with foreigners, participate in international negotiations, conversations, lecture in a foreign language (and therefore, a foreign cultural) audience etc. (Hampden-Turner, 2004: 105).

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