Intercultural communication as a scientific direction

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Annotation: Intercultural communication as a scientific direction needs to solve and solve the problems that arise when interacting with representatives of different cultures. Perfect knowledge of languages also solves the problems that have arisen.
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Appeared due to the practical interests of American politicians, businessmen, diplomats, who needed to solve and solve the problems that arise when interacting with representatives of different cultures . The fact is that after the Second World War, the sphere of influence of American politics, economy and culture began to actively expand throughout the world. American government officials working abroad often find themselves powerless in practical interactions with people from other cultures. This often led to conflicts, mutual hostility and resentment. Even perfect knowledge of languages could not eliminate the problems that arose. In this regard, the awareness of the need to learn not only languages, but also the culture of other peoples, their traditions, customs and norms of behavior gradually developed.

As part of the program of economic assistance to developing countries, Peace Corps specialists and activists visited different countries, where they encountered mutual misunderstandings and conflicts, which often led to the failure of their missions. It was the failures of the Peace Corps activists that raised the question of the need for special training, in which the main focus is not on providing formal information about the specific characteristics of the culture of a particular country, but on intercultural communication. focused on developing practical skills.

In 1946, the US government passed the Foreign Service Act and created the Foreign Service Institute. Scientists of various specialties were involved in the institute - anthropologists, sociologists, psychologists, linguists, etc., who developed new training programs for specialists to work abroad.

The research of the institute was completed in 1956. According to their results, in 1959 E. Hall's book "Language without a language" was published, which became the next program for the development of intercultural relations. In the book, E. Hall proposed the concept of culture and communication ("communication is culture, culture is communication").

Soon, several trends in intercultural communication appeared. One of them was led by K. Klahon and F. Strodbeck, who proposed their methodology for studying the culture of different peoples. The main differences of cultures, from the authors' point of view, can be determined by the attitude of individual cultures to such concepts as the assessment of human nature (human-nature orientation), the attitude of man to nature (human-nature orientation), and the attitude to the concept of time (time orientation).) , assessment of activity / passivity (direction of activity).

The founders of another direction are L. Samovar and R. Porter, whose scientific interests are verbal and non-verbal communication... The authors pay particular attention to the fact that non-verbal signs are positively evaluated by one culture , consider the problem of

interpretation of non-verbal behavior, taking into account the possibility of receiving negative comments from other cultural carriers.

In the 1960s and 1970s, works on adaptation to the foreign cultural environment appeared. At the same time, the term "culture shock" appears. The study of the process of adaptation showed that culture shock is divided into several stages. The first stage is characterized by euphoria, manifested by admiration for the new cultural environment. Later, there is a sense of doubt and disappointment, along with a rejection of the differences in the values of local and foreign cultures. The adaptation process ends when the new foreign cultural environment begins to be taken for granted and the person acts in accordance with the social and cultural norms of the new environment.

The formation of intercultural communication on the European continent took place a little later than in the United States, and this occurred for completely different reasons. In Europe, interest in intercultural communication began to awaken as the formation of the European Community opened the borders of many countries to the free movement of people, capital and goods. European capitals and large cities began to intensively change their appearance due to the appearance of representatives of different cultures and their active participation in the life of these cities. The practice itself made the problem of interaction between carriers of different cultures more urgent. From that time on, research on acculturation, the migration of foreign workers, and the interaction between foreign and German workers began in Germany. In various studies, cognitive, behavioral and linguistic differences have been determined according to the target.

The initiators of the study of intercultural communication in the local science and education system were foreign language teachers, who were the first to realize that speaking a foreign language alone is not enough for effective communication with representatives of other cultures. Various practices of communication with foreigners have proven that even deep knowledge of a foreign language does not exclude misunderstandings and conflicts with speakers of this language. Today, it has become clear that successful communication with representatives of other cultures is impossible without knowledge of the characteristics of these cultures and without practical skills in intercultural communication.

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