INTERCULTURAL COMMUNICATION

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Introduction

Intercultural communication as a scientific direction arose due to the practical interests of American politicians, businessmen, diplomats, who had the need to solve and solve the problems that arise when interacting with representatives of different cultures. The fact is that after World War II, the sphere of influence of American politics, economy and culture began to actively expand all over the world. American government officials working abroad often found themselves helpless in practical contact with representatives of other cultures. This often led to conflicts, mutual hostility and discontent. Excellent knowledge of languages also could not eliminate the problems that arose. In this regard, the understanding of the need to study not only languages, but also the culture of other peoples, their traditions, customs and norms of behavior gradually developed.

As part of the economic assistance program to developing countries, Peace Corps specialists and activists visited various countries, where they encountered mutual misunderstandings, conflicts, which often led to the failure of their missions. It was the failures of Peace Corps activists that raised the question of the need for special training, in which the main focus was not on providing official information about the peculiarities of the culture of a particular country, but on the development of practical skills for Intercultural Communication.

In 1946, the U.S. government passed the Service Abroad Act and created the Foreign Service Institute. The Institute attracted scientists of various specialties - anthropologists, sociologists, psychologists, linguists, etc., who developed new training programs for specialists to work abroad.

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

Soon, several directions appeared in intercultural communication. One of them was K. Klaxon and F.Led by strodbeck, they proposed their own methodology for studying the culture of different peoples. The main differences of cultures can be determined from the point of view of the authors by the attitude of individual cultures to such concepts as the assessment of human nature (orientation towards human nature), the attitude of man to nature (direction of human-nature), the attitude towards the concept of time (direction of time).), Activity Assessment / passivity (activity orientation).

The founders of the other direction were L. Samovar and R. Porter and their research interests are oral and nonverbal communication... The authors pay special attention to the problem of interpreting non-verbal behavior, taking into account the fact that non-verbal signs are positively assessed by one culture, receiving negative comments from carriers of another culture.

In the 1960s and 1970s, work appeared on adaptation to the foreign cultural environment. At the same time, the term" culture shock " appears. Studies of the adaptation process have shown that culture shock is divided into several stages. The first stage is characterized by euphoria, manifested by admiration for the new cultural environment. Frustration then arises along with a sense of doubt and a rejection of differences in the values of Indigenous and alien cultures.

The formation of intercultural communication on the European continent occurred a little later than in the United States, and this occurred for completely different reasons. Interest in intercultural

communication in Europe began to awaken as the formation of the European community opened the borders of many states for 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 in them and their active inclusion in the life of these cities. The practice itself has made the problem of interaction between carriers of different cultures relevant. From that moment on, research began in Germany related to acculturation, the displacement of foreign workers and the interaction of foreign and German workers. In different studies, perceptual, behavioral, and linguistic differences are determined by purpose.

