

**THE PROBLEM OF INTERCULTURAL COMMUNICATION
IN THE STUDY OF FOREIGN LANGUAGES**

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Annotation. For productive communication it is necessary not only to study the norms and rules of a foreign language, it is very important to know the cultural features of the partner country, which will help to strengthen ties and friendly relations, to establish contacts, fruitful interaction.

Keywords: intercultural communication, culture, context, business culture.

The problem of communication characteristics in different cultures has long been studied. Interaction between peoples and cultures is a complex and far from quick-fix issue. The term intercultural "communication" appeared in the literature in the 1970s in a manual edited by L.Samovar and R.Porter "Communication between cultures".

Intercultural communication is an integral component of the culture's notion. Culture can be considered as a system of human experience that synthesizes spiritual and material reality [3, p.34]. Culture itself acts as a factor that ensures the stability of society and contributes to its development, stimulates the most profound public and social changes, transformations.

When one plunges into the culture of a particular people, one often compares the values and foundations of the student. Culture and its comprehension are extremely important in modern society. Against the background of the development of interaction between countries, the concept of "business culture" is often resorted to. Business culture is the expression of this system in business partner relations. The concept of "business culture" primarily refers to the organization of work, business communication skills, rules and regulations of business etiquette, the science and art of doing business, as well as business reputation. Proceeding from the above "business culture" is based on the system of values, knowledge, traditions, everyday life, etc.

The relevance of this problem lies in the need to study the cultural characteristics of the partner country in order to strengthen ties and friendships more effectively, to establish contact and subsequent fruitful interaction.

It was repeatedly noted that mastering a foreign language contributes to the ability to maintain diverse and multi-level contacts. However, for productive communication, knowledge related only to the norms and rules of the language itself is insufficient, it is necessary to study and apply the norms and rules of communication of the studied culture. From this perspective, intercultural communication can be described as "the process of communication with verbal and non-verbal sides between communicators who are carriers of different cultures and languages or otherwise - a set of specific processes of interaction of people belonging to different cultures and languages" [4, p.64].

Sociological researches show that communicators study their interlocutor by using evaluation based on certain qualities inherent in a group. In such an assessment, stereotypes can be both positive, confirmed in practice in real life, and negative, completely out of line with the surrounding reality. Quite often, the cultural norms of our environment are broadcast on representatives of other culture, which is not in line with our expectations. Thus, the "culture" of each people has its own and is based on values, life experience, features of world outlook, customs, traditions, life organization, etc. In this

case, the parties in the communication process, first of all, need to understand how the interlocutor perceives the context, look at the situation from his point of view and think about what reaction is possible in a given situation based on his worldview and understanding of everything that is happening.

The American linguist and anthropologist E.Hall notes that cultures are distinguished by their "reading context". The complexity of culture in its understanding lies in the great contextual information that is needed to understand the social situation [5, p.105]. High-context cultures include the cultures of Japan, China, Korea, Saudi Arabia, where much is determined by non-linguistic context (hierarchy, status, appearance, office and its location, reception of guests, etc.). Examples of low-context communication include the cultures of Scandinavian countries, Germany, Canada, the United States, etc. where most of the information is transmitted verbally to the maximum and for this purpose communicators need detailed information about all that is happening. Thus, communication acts as a circular communication process, in which sending and receiving messages between communicators involves both verbal and non-verbal messages. By means of verbal language, a system of graphical signs, organized written and oral speech are perceived, and through non-verbal language are perceived facial expressions, gestures, poses and distance of communication between people.

Thanks to various resources, means of searching and exchanging information in the modern world, close interaction in the cultural space using words, sounds and images is possible, which has a huge impact on public consciousness and the nature of interaction between cultures. The knowledge and skills acquired in various ways must be combined with the openness and flexibility of individual thinking and the interpretation of the communicator himself, as well as the motivation for effective communication and successful building of intercultural relations.

According to G.D. Zolina, "a modern man develops his own culture through targeted measures for the further development of the basic knowledge acquired over his years of study, as well as under the influence of a continuous flow of individual culture elements that gradually accumulate in the overall process of cultural activity" [1, p.81]. In modern society, due to the constant influx of a wide range of information from the environment, the accumulation of cultural knowledge is not the result of targeted efforts, but the structure of the consciousness reflecting the world and changes in culture. Nevertheless, the communicator should develop the ability to compare his own and other cultures. According to I.P.Ryabkova, "a specialist cannot afford a communication gap in communication with different cultures, he is obliged to suppress the non-acceptance of the views of another culture. This requires serious preparation, a deep comparative analysis of life attitudes, basic beliefs, basic cultural objects of different nationalities" [2, p.143]. Contact with a foreign culture can cause ambiguous emotions due to a person's life attitudes and traditions; all this is subject to analysis and study, since productive communication often requires not only acceptance, but also understanding of the events taking place.

Summarizing the studied data it should be noted that it is necessary to study and modify certain communicative and cultural stereotypes, thereby influencing the people's behavior in situations of intercultural communication. It can be achieved by studying the peculiarities of other cultures, comparing and understanding one's own culture, studying the peculiarities of the causes of behavior in a given situation, studying productive ways of interaction with one another, solving problems based on cultural material and understanding cultural features, as well as developing spontaneous speech skills

through the prism of intercultural competence. All this will contribute to reducing the level of misunderstanding, inadequate perception of behavior and potential conflicts, erroneous interpretation of the interlocutor's reaction. The ability to use knowledge in practice and its application will contribute to the development of an individual capable of productive cooperation with representatives of the world community.

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