

LANGUAGE POLICY AND INTERCULTURAL COMMUNICATION IN THE CONDITIONS OF GLOBALIZATION

Globalization processes change not only politics and economics but also the nature of human communication, which takes on new forms and solves new tasks. The spread of international contacts and the study of foreign languages cause interest in intercultural communication as a scientific and practical field that is currently experiencing dynamic development throughout the world. At the same time, there is a need to define the essence of intercultural communication and formulate its basic principles and aspects of study.

Intercultural communication involves communication between speakers of different languages and different cultures. Each participant has the opportunity to expand their professional knowledge in the process of communication with their foreign colleagues, which is very important for their homeland, if a person holds senior positions in the defense structure of the country and so on [3, p. 3].

The comparison of languages and cultures reveals not only the general, universal peculiarities but also the specific, national, and original ones, which are caused by differences in the history of the nations' development [4, p. 189]. In addition to verbal language, communication is carried out by non-verbal means that accompany or replace ordinary language in communication. Communication is considered a separate level of language existence along with language itself as a system of language elements and rules and speech as a process of speaking and understanding.

At the turn of the XX and XXI centuries, the problems of language communication and the study of means of communicative influence became an acute issue. The "totalitarian language" was replaced by the "free" language of mass media and communication at various levels. With the growth of globalization changes, the spread of international contacts, and the internationalization of society in general, the nature of communication has also changed [2, p. 6]. Issues of culture as a universal context that causes the diversity of humanity, as well as communication, being the most important and one of the most fundamental types of interaction between people came to the forefront.

Intercultural communication is a social phenomenon, the essence of which is constructive or destructive interaction between representatives of different cultures (national and ethnic). The object of intercultural communication is the communication of representatives of different national and linguistic and cultural communities, and the subject is the linguistic stereotypes and norms of behavior accepted in national communities, certain "cultural scenarios" of various actions, established models of perception and evaluation of objects and phenomena, socially normalized habits, traditions, rituals, permissions, prohibitions and so on [4, p. 189].

Among all the possible means of communication that mankind has created, the main one is language, for which the communicative function is decisive. Therefore, the focus of intercultural communication is always language, which reflects the key features of the human personality and the entire national and cultural communities [4, p. 191].

The date of birth of intercultural communication as an academic discipline can be considered the year 1954 when the book "Culture as Communication" by E. Hall and D. Trager

was published. In this work, the authors first proposed the term "intercultural communication" for widespread use, reflecting their opinion, a special branch of human relations. Later, the main provisions and ideas of intercultural communication were developed in more detail in the famous work of E. Hall "The Silent Language" in 1959, where the author showed a close connection between culture and communication. It is believed that E. Hall is the founder of intercultural communication as a separate discipline.

In his book, Batsevich presents the following meaning of intercultural communication - it is communication between speakers of different cultures who use different languages [1, p. 257]. Cultural models of behavior are instilled in a person artificially, in the process of upbringing in a certain social environment. She begins to act, to evaluate reality, albeit in her own way, but generally within the limits of the cultural program "recorded" in the subconscious, which unites the community. Communication is the most important part of such a program, which penetrates so deeply into everyday life that a person does not notice how he observes the "programmed" norms and rules of communication and behavior. However, their violation leads to misunderstanding, surprise and culture shock.

In order to avoid all misunderstandings, it is necessary to have a solid knowledge of one or another culture, interaction between cultures must take place. The interaction of cultures is a special type of direct relations and connections established between two or several cultures, as well as those influences and mutual changes that are manifested in the course of these relations. Changes in states, qualities, spheres of activity, values of one or another culture, generation of new forms of cultural activity, spiritual orientations and signs of people's lifestyle under the influence of external impulses are of decisive importance in the processes of cultural interaction. The process of cultural interaction is, as a rule, a long-term phenomenon (at least several decades).

The globalization of social development is due to the growing intensity of connections and relations — economic, socio-political, cultural, scientific-technical, and communication, which seem to "fasten" the societies of the modern world. These connections, relations, contacts and involvements add a kind of systemic quality to the emerging planetary civilization: there is a growth of the comprehensive interdependence of various societies, countries, and regions, which influence each other [1, p. 181]. The process of globalization leads to the emergence of cultural forms, new values, patterns of behavior and activity, and the averaging of world needs. Thanks to the strengthening of the interdependence of the business processes of organizations and the globalization of competition in world markets, local cultures (national, business, organizational) enter into peculiar interactions with each other, as a result of which the boundaries between their own and foreign cultures are blurred.

Summarizing the above, awareness of the importance of cultural and historical factors in communication processes, knowledge and adequate reproduction of norms of verbal and non-verbal behavior contribute to the success of intercultural communication because the communication process involves mutual understanding and mutual adaptation of interlocutors.

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