



СУЩНОСТНАЯ РОЛЬ ЯЗЫКА В МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ

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***Аннотация.** Статья посвящена языку, культуре и общению. Направляя и координируя деятельность индивидов в соответствии с целями, культура выступает в роли «сознательного программиста коллективной программы». У каждой нации и государства свое историческое и социальное развитие, политические взгляды, национальный менталитет, психологические, моральные и материальные интересы. Кроме того, существует множество секретов, публичных или частных интересов, которые не раскрываются коммуникаторам.*

***Ключевые слова:** духовный, секрет, продвигать, индивидуально, равенство.*

At present, we can say without hesitation that the opinion that the language and culture of each nation have universal and national-specific features is generally accepted. Universality, which is inherent in all languages, is the basis for the communication of international cultures, without which international relations and mutual understanding are impossible.

Proper behavior in international relations is one of the necessary requirements for specialists involved in foreign languages, external economic relations, public relations, mass media, as well as activities related to external economic activities and working in these areas. When conducting intercultural and intercultural relations, it is necessary to observe the principles of tolerance and ethnocultural ethics. In this case, while respecting the linguistic, folk, cultural, etc. values of other nations, one's own national values must also be preserved.

By directing and coordinating the actions of individuals in accordance with the goal, culture serves as a “programmer of consciousness”. The classic of the theory of the communication of international cultures E. Hall emphasizes that culture is, in essence, communication, and communication is culture.

With the help of communication, the following activities are carried out:

- 1) self-knowledge and self-promotion of the individual;
- 2) the relationship of the individual with society;
- 3) the mutual coordination of the actions of individuals;



4) the relationship of social groups with society;

5) the exchange of experience and information between individuals, their groups and nations.

Life experience, upbringing, knowledge, advice and various information are transmitted from generation to generation, from nation to nation through language. The connection between natural (innate) language and culture solves the following problems:

1) language provides information and an assessment of objects in nature (natural and man-made), classifies them;

2) reveals and determines various features of objects, phenomena, their mutual relationships;

3) helps a person adapt to the environment, living conditions;

4) contributes to the organization and coordination of human actions;

5) receives psychological and moral support, advice, and suggestions from others.

Along with the “languages” of architecture, drama, music, dance, national symbols, and traditions, language is an integral part of the spiritual wealth of a person. Without communication, a person cannot grow and develop, and there are many stories about children and girls who were lost among wild animals and grew up among them, losing their human qualities.

G.R. Weaver compares the communication of two different cultures to the meeting of icebergs. It is precisely in this “underwater” that the communicants collide with each other, unfamiliar information. This is very characteristic of meetings and negotiations in the sphere of politics. Each nation and state has its own peculiarities in the historical and social development, political views, national mentalities and psychological, moral and material interests. In addition, the communicants have many secrets, state or personal interests that are not revealed to them. The issues raised as the topic of the conversation are only a small visible part of the iceberg. That is why it is so important to study and feel in advance what issues will be put in the foreground in the communication of international cultures and how they can be resolved. Some meticulous psychologists can see the inner thoughts of the interlocutor, the decision he will make, just from his gaze, tone, diction, intonation, and “a large part of the underwater iceberg will float above the water”.

Another interesting theory of the IMC is that it is three-layered, like an onion, after opening one layer, the next one opens, and these three layers can be considered as follows:

1) the outer layer, which is immediately noticeable with sight, hearing, and feelings;



2) the middle layer, which observes norms and values;

3) the inner layer - the inner world, beliefs, mentality, intellect, etc.

These three perspectives combine to facilitate the joint action of different cultures.

One of the metaphors that defines and analyzes the relationship between language and culture is “multilayeredness”. A.L. Blinov writes: “Languages are conventional by nature, but this conventionality is two-layered. Language is, firstly, fundamental, it is a layer of linguistic conventions common to all languages in the world. It contains the general rules for the implementation of speech acts. The second layer concretizes the speech of the lower layer, consciously conveys or receives information” [2, p. 17]. At present, we can say without hesitation that the opinion that the language and culture of each people have universal and national-specific features is generally accepted. The universality inherent in all languages is the basis for international communication of cultures, without which international relations and mutual understanding are impossible. At the same time, each people and their language have their own moral norms, beliefs, linguistic and psychological features.

A.A. Leontiev divides the factors determining the national-cultural linguistic specificity as follows:

1. Factors associated with cultural traditions: permission or prohibition of relational acts; etiquette characteristics of universal relational acts, their socio-symbolic features; nomenclature and function of linguistic, textual stereotypes, ability to create texts and understand their preparation.

2. Factors associated with the social situation and social function of the relationship, functional language and etiquette forms.

3. Factors associated with mental processes and various types of activity, psycholinguistic organization of speech activity.

4. Factors determined by the specificity of the language [3, p. 191-192].

The participants in communication, their strategies, ways and conditions for transmitting information are determined precisely by the culture of the relationship we are talking about. In international relations, previously unnoticed national-specific features of each people become apparent.

The characteristics of various peoples and nations are formed and develop on the basis of the following factors:

- attitude to nature and nature: man is the master of nature and at the same time coexists with it or is subordinate to it;

- attitude to time: time is perceived as an unceasing and irreversible flow; orientation towards the past, present and future;



- attitude towards action, movement: depending on the action, the desire and mood of the communicator are explained;
- nature of the context of communication: high-context and low-context cultures;
- attitude towards space: individual or public attitude;
- attitude towards authority: equality, peer relationship or hierarchy;
- degree of individualism: individual or collective culture;
- competition: competitive or cooperative culture;
- structurality: low-structural culture (restraint in unfamiliar and uncertain situations, unfamiliar ideas and people, the ability to disagree with generally accepted opinions) or high-structural culture (the need for preconceptions, written and unwritten rules; perception of conflict as a threat; non-acceptance of alternative points of view, etc.);
- formality: authentic, authentic or formal cultures.

In addition to the above, culture also has a positive effect on communication established through group or interpersonal relationships. Individual communicators perform many social functions, and their communicative actions are related to their hierarchy, service status, and personal abilities. The language barrier, of course, is a major obstacle to intercultural understanding. However, misunderstanding or unwillingness to understand each other within the same ethnic group or nation also leads to alienation of social groups. At the same time, representatives of different nationalities with similar professional interests, intellectual and cultural levels can easily understand each other. Therefore, the socio-psychological type of communicators has a great influence on international cultural communication. Age also plays a big role in mutual understanding. In any nation, nation, or state, the interests of young children are almost the same, and the same can be said about the interests of young people, middle-aged people, or older generations. This is why popular songs, which are good in any language, are so popular that all young people, regardless of whether they understand the language of the song or not, listen to them with great interest and devotion.

The methods of linguistic and cultural influence proposed by scientists are diverse. Let us note some of them that are widely known to science:

- 1) “language brokers” – communication with the help of specialists working with oral and written translation;
- 2) “technolism” – the use of machine translation;
- 3) “esperantism” – communication with the help of an artificial language;
- 4) “multilingualism” – knowledge of several languages and their use in international relations;
- 5) “global language” – the use of international languages.



Representatives of two linguistic and cultural backgrounds are forced to choose an effective and easy language for communication when communicating. If this language is the language of one of the communicants, then, as a rule, the “center of gravity” shifts to one side, since one of the communicants speaks his native language. When choosing a third language (neutral language) for communication, the conversation proceeds symmetrically, but the national-specific features are not fully conveyed.

When communicating with the help of an interpreter, he performs the function of a “retranslator”, the effectiveness of communication depends on his linguistic and cultural competence. In such cases, it is advisable for each party to have its own interpreter, since if a politician’s speech is incorrectly translated to the communicant, he will not be able to recognize that it was incorrectly conveyed, and therefore the interpreter should only politely correct his colleague’s mistake. Despite the strong development of the computer industry, machine translation is still not able to adequately convey the nuances of cultural and linguistic information.

Translation “should be like an X-ray that can deeply reveal the meaning and content of the expressed thought” [6, p. 17]. The basis for a systemic-dynamic approach to IMT is the ability to understand and recognize its multifaceted nature, the diversity of connections and relationships between languages.

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