

THE IMPORTANCE OF INTERCULTURAL COMMUNICATION IN THE MODERN WORLD

Farkova N.A.

Diplomatic Academy of the Ministry of Foreign Affairs of Russia

The ideas and basic principles of intercultural communication were laid down in the 1950s in the works of E. Hall and D. Trager, "Culture as Communication," and E. Hall, "The Silent Language." After the close connection between culture and communication was revealed, the need for a thorough and multifaceted study of the influence of culture on socio-economic and political processes in the world emerged. The importance of intercultural communication as a scientific direction is emphasized by the fact that since the 1970s, intercultural communications have been introduced as an academic discipline in European universities.

Now we can not only assert, but also observe how outdated and practically non-functional the concepts of intercultural communication used in the world today are. They emerged at a certain time, were formed in a certain environment and were intended primarily for establishing business contacts.

The geopolitical changes of the last quarter of the last century (for Europe, this is primarily the creation of the European Union) have led to the need to solve the problem of mutual communication between bearers of different cultures. "...in the next millennium, Europe will become a multiracial, or, if you prefer, a multicolored continent" [1].

The concept of communication requires clarification, since it goes beyond its understanding as interpersonal communication. Globalization processes have led to the expansion of communication boundaries. The problem of mutual understanding in the space of communications is considered today in a broad sense, including readiness for joint activities and cooperation, coordination of interests. It is no coincidence that among the theorists of intercultural communication, scientists from various humanities: philosophy, sociology, linguistics, psychology, ethnology, etc. Participants in communication in the new conditions are representatives of a certain social and cultural environment, in which different perceptions of the surrounding world by people of different cultures often lead to misunderstanding and, moreover, to hostility and conflicts. The system of international law established after the Second World War is today practically destroyed. The pseudo-communication widely used to conduct information wars and the aggressiveness of information sources directly point to global problems in the field of communication, which in turn are connected with the current global problems of humanity: ecology, depletion of natural resources, poverty, education, weapons of mass destruction.

Achieving a state of equilibrium and full-fledged communication in the modern world depends on how much, when achieving goals, one manages to preserve one's individuality, be it individual groups or states, and to take into account, and perhaps even share, the interests and goals of others.

References.

1. Eco, U. Five essays on themes of ethics. / Translated from Italian by E.A. Kostyukovich. - St. Petersburg: Symposium, 2003. - P. 158.