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COMMUNICATIVE STYLE AS A PROBLEM IN THE THEORY OF INTERCULTURAL COMMUNICATION

The linguistics of recent decades has been characterized by the intensive development of the communicative-pragmatic paradigm associated with the desire of scientists to consider language in a variety of forms of its real functioning. This trend indicates the transformation of modern linguistics into an integral science of verbal communication in general. One of the most relevant and efficiently developed communicative-pragmatic directions today can be considered intercultural communication, the study of the problems of which attracts the attention of representatives of linguistic and culturological disciplines.

Having arisen in the 60s. of the last century, the theory of intercultural communication went through a turbulent period of formation and development and by now has basically acquired its independent status, its own problems, terminological apparatus, has built connections with other spheres of humanitarian knowledge. Whole areas in the study of intercultural communication have emerged, various scientific schools have been formed. They reflect new approaches to understanding the entire complex of human studies, namely, the idea of the anthropocentricity of the language, the interdependence of individual branches of knowledge, and its interdisciplinary nature.

A significant fundamental contribution to the “piggy bank” of intercultural research was made by American schools of cultural and linguistic anthropology, social and cross-cultural psychology, ethnolinguistics and communication (E.T. Hall, F.R. Kluckhohn, F.L. Strodbeck, W.B. Gudykunst, H.C. Triandis, R.W. Gumperzlin, R.W. Brislin, D. Hymes, W. Leeds-Hurwitz, L.A. Samovar, R.E. Porter, D. Tannen etc.). The works of Western European scientists in the field of sociology, communication theory, linguistics, pragmalinguistics, ethnology and psychology (G. Hofstede, G. Maletzke, H. Gohring, J. Rehbein, V. Hinnenkamp, J. Bolten, B.-D. Mtiller-Jacquier, K. Knapp, A. Knapp-Potthoff, A. Wierlacher, O. Rosch, J. Roth, K. Roth, A. Moosmiiller, A. Thomas, etc.).

Various aspects of the interaction of language and culture, which determine the specifics of speech and, more broadly, the communicative behavior of participants in intercultural communication, have been and are in the focus of attention of Russian linguists, psycholinguists, ethnopsychologists, sociologists and culturologists (E.M. Vereshchagin, V.G. Kostomarov, S. G. Ter-Minasova, I. A. Sternin, E. F. Tarasov, N. V. Ufimtseva, I. E. Yupokanov, N. L. Greidina, O. A. Leontovich, D.B. Gudkov, V. V. Krasnykh, N. L. Shamne, P. N. Donets, N. M. Lebedeva, V. D. Popkov, A. P. Sadokhin, V. G. Zinchenko, V. G. Zusman and others). A special direction was formed within the framework of the linguodidactic approach to the problems of intercultural communication (T.N. Astafurova, Yu.E. Prokhorov, Yu.Roth, G.V. Kopteltseva, I.I. Khaleeva, etc.).

An analysis of a significant number of publications devoted to the development of intercultural problems, however, indicates that the theory of intercultural communication is still a rather ambivalent research field, integrating many debatable issues awaiting their solution.

Approaches to understanding this communicative phenomenon and the terminological apparatus of intercultural communication need clarification and unification; comparative studies of specific pairs of linguocultures and individual aspects of these linguocultures are needed.

There is also an urgent need to generalize the material accumulated in the theory and practice of intercultural communication, to systematize the identified features of the communication of peoples and to develop methods for comparing them at a sufficiently high level of abstraction, which allows typologizing the specific features of communication of the linguistic community. In this regard, it is relevant to study national communicative styles as the most important integral component of communication processes in any national linguistic culture, since the concept of communicative style sufficiently allows such a generalization.

The term "style" is included in the conceptual field of several scientific disciplines and fields of activity. In the most famous and traditional understanding, "style" refers either to the sphere of communication psychology (A. Adler, K. Nogpeu, D.J. Kiesler, B.C. Merlin, E.I. Ogar, V.V. Latynov, A.V. Libin, V. N. Kunitsina, I.V. Kazarinova, V.M. Pogolya, etc.), or to the field of linguistics in the meaning of "functional style" (V.V. Vinogradov, V.V. Odintsov, T.S. Kulikova, T.A. Milekhina, I.A. Sternin, O.B. Sirotinina, L.A. Vvedenskaya, L.T. Pavlova, etc.).

Within the framework of modern social and pragmalinguistic studies, the concept of "style" is to a certain extent correlated with the study of such parameters of communication as the method and tonality of communication, the register and "key" of the communicative process, the "format of discourse" (D. Hymes, M.A.K. Halliday, R. Mead, K. Helmolt, B.-D. Muller, E.A. Orlova, V.I. Karasik). According to A. Vezhbitskaya, one can speak in this sense about communicative practices and various "cultural scenarios".

In line with the concepts of interpretive sociolinguistics, we are talking about converting styles as an interpretive-sociolinguistic entity (J. Cook-Gumperz, J. Gumperz, H. Byrnes, D. Franck, P. Auer, B. Sandig, M. Selting, V. Hinnenkamp, H. Kotthoff).

In the works of cultural-anthropological and communicative directions, the study of stylistic problems is shifted towards the cultural-communicative aspect (D. Barnlund, I. Altman, M. Gauvain, T. Luckman, J. Galtung, D. Tannen, WB Gudykunst, S. Ting - Toomey, K.-H. Flechsig, U.D. Scheu-Lottgen, J.M. Hernandez-Campoy, S. Giinthner), which is most consistent with the understanding of the national communicative style

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