

ENGLISH-LANGUAGE COMMUNICATIONS IN THE CONTEXT OF
INTERCULTURAL AND SOCIAL INTERACTION

At the beginning of the third millennium, it became obvious that humanity develops along with the interconnection and interdependence of various peoples, countries and cultures.

Modern society is characterized by constant multiplication, acceleration, densification and globalization of communications. The growth of communications opens up new opportunities that free people from previous restrictions, systems of social control and constraint, and create new foundations for personal development.

The most characteristic features of intercultural communication are the belonging of the participants in the communicative act to different cultures and the awareness of the communicants of each other's cultural differences, because in fact, intercultural communication is primarily interpersonal communication in a special context.

One of the main conditions for successful socio-cultural communication is the linguistic community of communicants, that is, the presence of a common language for both. Today, for representatives of various countries, the most "unifying" language is English, which in recent years has received the status of an official language of intercultural communication.

This explains the increased attention to a foreign language at all levels of the world educational system. It is in the language that both the mentality and the behavior of the society of the speaker are reflected. Culture is transmitted and developed through communication, through which the formation of society and the provision of mutual understanding between its members are carried out.

The study of language as a reflection of the system of cultural values that determined the models of behavior adopted in a particular society indicates the growing attention of domestic and foreign scientists to issues related to the

influence of culture-oriented factors on intercultural communication. The construction of a typology of cultures based on the systematization of factors that predetermine a nationally-specific style of communication is recognized as one of the insufficiently studied, but very relevant and promising areas of modern research.

The study of social communication was based on various directions, scientific schools, theories, which can be conditionally combined into three groups of communication, formed on a social, linguistic and communicative basis.

Successful intercultural and social interaction is a manifestation of adequate communicative behavior in the process of mutual knowledge, understanding, establishing relationships and, therefore, presupposes, along with a sufficiently high level of proficiency in a foreign language, the ability to adequately interpret and accept the socio-cultural diversity of communication partners.

The practice of communicating with foreigners shows that even a brilliant proficiency of a foreign language does not exclude misunderstanding and conflicts with its speakers. It is quite obvious that successful and effective contacts with representatives of other cultures are impossible without practical skills of socio-cultural communication.

Increasing the effectiveness of communications aimed at achieving mutual understanding is possible through: a) typification of life situations; b) everyday rationalization of life situations through routinization, idealization and stereotyping; c) identification; d) empathy; e) reflection; f) decentration.

For the practical development of strategies for English-language communication, it is most effective to build work within the framework of a series of target modules. The formal side of the module is associated with various modeling possibilities when presenting educational material.

Thus, it is clear that the field of intercultural relations has many questions for research. So, for example, an acute problem is the adherence to established ethnic stereotypes in the processes of intercultural relations, many of which have lost their relevance in modern conditions. This aspect requires immediate revision in the framework of practical research. Studies show that a significant obstacle to conducting intercultural exchanges is the lack of a tolerant attitude of the parties to each other, which is especially clearly manifested by the Ukrainian respondents. Intolerance, categorical judgments, and even a certain degree of aggressiveness are naturally an important communicative obstacle that needs to be overcome.

In our opinion, these problems find their solution in the formation of a certain "cultural" consciousness that is able to understand and take into account the socio-cultural component of communication, as well as in the expansion and deepening of its role in the development and formation of communication skills, a thorough study of the world of native speakers, their way of life, national character, mentality.

References:

1. Горелов И.Н. Паралингвистика: прикладной и концептуальный аспекты// Национально-культурная специфика речевого поведения/ под ред. Леонтьева А.А., Сорокина Ю.А., Тарасова Е.Ф. М.: Наука, 1977. - с.96-113.
2. Маслова В.А. Лингвокультурология: Учеб пособие для студентов высших учебных заведений. М.: Издательский центр «Академия», 2001. - 208 с.