МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ В СОВРЕМЕННОМ ОБЩЕСТВЕ. CROSS-CULTURAL COMMUNICATION IN MODERN SOCIETY

Good afternoon, everybody! I would loke to present you my project where I consider such a thing as "Cross-cultural Communication". I identified the main components of this science, showed its relevance and examples.

Nowadays a problem of communication between people that is cross-cultural communication of different nationalities is becoming increasingly important in modern society.

Intercultural communication – is a dialogue between representatives of different human cultures.

To know as much as possible about other peoples - is the foundation of formation of cultural international relations at any age. From the position to a great extent depends on whether there is an ethnic tolerance is normally accepted in the Russian society. The cross-cultural communication problem plays an important role in addressing these issues. We should develop and cultivate students' qualities in high school so that they could work in the future, once in the team, in a certain way to influence it, to teach them to build right relationships with others. Speaking about cross-cultural communication as a science it is necessary to highlight such concepts as:

Language is the ability to use words in order to communicate.

Communications are also the ways which people use to form relationships with each other and understand each other's feelings.

Culture is the way of life, especially general customs and beliefs of a particular group of people at a particular time.

After analyzing these concepts, we can conclude that the key concept of them is"communication".

The term cross-cultural communication first appeared in 1954 in the depths of an American school of cultural anthropology research. The founder of this direction isEdward T. Hall. The founder of cross-cultural communication in Russia is a philologist by training, by recognition, by soul and mind; a man who loves words, Svetlana G. Ter-Minasova.

The world can be divided into "ours", united by language and culture of the people and "others" who do not know the language and culture. Within the framework of its own culture creates a strong illusion of its vision of the world, a way of life, mentality, etc. as the only one. We immediately notice the cultural differences, differences in views about a particular subject, concept when we go beyond their own culture, face another worldview .

For example, the meaning of «green» is different in various languages. Green eyes in Russian sounds poetic, romantic, suggestive of a magical, mermaid eyes. The English phrase green eyes is a metaphoric symbol of envy.

Another example: Russian phrase refers to a black cat, as well as the British black cat, the same pet - a cat of the same color - black. However, in Russian culture, according to tradition, accept, believe, black cat brings bad luck, trouble. In the English culture a black cat – is a sign of good luck, the unexpected happiness, and on the cards with the «Good Luck» inscription sit, to the surprise of Russian, it is the black cat.

Likewise is the case with proverbs. The equivalent proverbs representatives of different countries see its meaning and find its value.

For example, in the Russian proverb "a rolling stone gathers no moss" value lies in the definition of activities, initiatives.

"Early to bed and early to rise, makes a man healthy, wealthy and wise" - sleep early and rise early man bring health, wealth and wisdom. (The early bird gets the worm submits ";" Work - not a wolf in the forest will not escape "). Proverb reflects the value of diligence and work ethic of human life. It goes without saying that the one who leads such a life, spends his days not in idleness and constant work, which inevitably leads to wealth and prosperity.

When you learn a new foreign word, you should be very careful with its use: for the word is the concept behind the concept - the object or effect of the real world and the other world countries, foreign, strange, alien.

The most important function of language is the keeping the culture and passing it on from generation to generation. That is why language plays such a significant, decisive, role in the formation of identity, national character, ethnic community, the people, the nation. Language keeps the culture of the people, stores, and transmits it to future generations.

Due to certain cultural values that form the national character, we can determine the key parameters of the representative of the country. For example: the polite, restrained, pedantic, unsociable, unflappable, conservative, careful, conscientious, elegant (English).

As is known in every language has its hidden difficulties of speech production and communication. English is no exception. Every word in the English language has its own, peculiar only to him a circle or reserve compatibility. It is "friendly" and combined with some words and "not friendly" and, accordingly, is not compatible with others. (To pay, strong tea (strong tea), long grass (tall grass), heavy rain (heavy rain), and further on the slides).

So the tongue - is a mirror, showing not the world in general, and the world of human perception. World in this case - is surrounding human reality. At the same time the language and the man himself, his life, his behavior, relationships with other people, values, culture - in the world of man reflected in the mirror.

However, the language - it is also an instrument, a tool, forming a personality. All of us are created and rooted in the language of the culture it inherited from the ancestors of many generations. We do not choose any native language or native culture, nor place, nor the time of birth. We enter the world of men, and the language will immediately begin its work by imposing our view of the world (world view), about people, about the system of values, ways of survival. We still do not have a choice. Having received this precious gift, which absorbed the whole wide world - and the external and internal - we come to the main business - communication, communication with other people, because man is a social and living creature among the people. Our entire life - and in large and small, and in the present and in the future - depends on how well and effectively, and we are able to communicate properly.

Cross-cultural communication - this is a link that helps to know all the pitfalls of a foreign language, to prevent the emergence of a cultural shock barrier in communicating with foreigners - native speakers.

In spite of the active account that is manifested in the formation of the intercultural competence of the students, the problem is just the process of becoming a person, competent in intercultural communication, not studied enough. High school is a time when we begin to emerge the concept of identity, self-awareness, self-esteem, as well as the perception of the world, therefore, the correct concept of intercultural communication have to be laid at a time.