Linguistic aspects of intercultural communication

Intercultural communication involves communication between representatives of different cultures, during which at least one of the participants can speak a non-native language. In the modern world, where English has firmly taken the position of the language of international communication, both participants in communication often speak a foreign language, bringing their own cultural nuances into it. In connection with the expansion of intercultural contacts, the need of society for specialists of various profiles who speak a foreign language is increasing. In the foreground is the need for verbal support for intercultural communication (establishing personal contacts, conducting telephone conversations, exchanging correspondence, holding presentations, meetings and meetings, negotiations, participating in conferences and seminars). Language - the main exponent of the identity of culture - is at the same time the main mediator in the intercultural communication process.

The strategy of convergence of foreign cultural knowledge is aimed at preventing not only semantic, but also cultural failures in communication.

The main problem is the problem of understanding. When solving it, it should be remembered that language is only a tool for conveying forms of speech behavior, it only creates an environment for intercultural communication. Understanding in intercultural communication is a complex process of interpretation, which depends on a complex of both linguistic and non-linguistic factors.

To achieve understanding in intercultural communication, its participants must not only master the grammar and vocabulary of a particular language, but also know the cultural component of the meaning of a word, the realities of a foreign culture.

Thus, mastering a foreign language code that allows for successful intercultural interaction implies the study of cultural features that determine the specifics of a partner's social and business behavior, determined by the influence of historical traditions and customs, lifestyle, etc. Therefore, foreign languages ​​as a means of communication between representatives of different peoples and cultures should be studied in indissoluble unity with the world and the culture of the peoples who speak these languages ​​(earlier in our country a foreign language was studied in isolation from its socio-cultural context as an end in itself and practically did not carry a functional load).

Translation of texts is a specific process of intercultural interaction, the process of explaining one cultural code to another. Quite often, during translation, subtleties and semantic nuances, peculiarities and nuances of a foreign language are lost, the text is simplified, and sometimes distorted, acquiring ambiguity. It is not by chance that the formula has become entrenched in the language: "untranslatable play on words." A creative translator who deeply understands both cultures, has personal experience of contacts, is fluent in both languages ​​(bilingualist), is able to enrich the language with his translation, organically selecting semantic equivalents.

Thus, any translation is an interpretation, deciphering of the meaning behind the obvious meaning, a conscious or unconscious attempt to bridge the distance between the cultures of communicants. The more differences in the cultures of communication partners, the more differences in the interpretation of words, behavior and symbols. In modern science, there is a tendency to abandon the search for the only correct meaning of the text. The text is increasingly viewed as a setting fan of possibilities for their interpretation, which has a plurality of meanings. With this approach, the thesis about the "correct" interpretation of the text turns out to be meaningless.

The study of the communicative behavior of representatives of a foreign language society, their linguo-sociological and culturological characteristics contributes to the introduction of "non-native speakers" of the language to the conceptual system, the picture of the worldview, the value orientations of its speakers, reducing the intercultural distance, fostering readiness to adapt to the culture of another people, a different socio-cultural context of interaction and impact with the purpose of developing an optimal strategy for cooperation and communication in a foreign language.

Of course, in intercultural communication there are areas of meanings that are common to all of humanity, and meanings that are the same for speakers of different languages. So, in business communication, understanding is facilitated due to communication familiar to all participants and the same subject content of the activity for all of them. Nevertheless, the content and semantic barriers that arise in intercultural communication are more the rule than the exception, since each participant in the communication brings into it his own system of meanings inherent in him as an individual and as a representative of the corresponding culture. It is the latter that come to the fore in intercultural communication.