

PROBLEMS OF INTERCULTURAL COMMUNICATION

Zaika E.

Scientific advisor – Cand. Pfilosof. Sci. the associate professor Sukhikh L.A.
Kharkov National Technical University of Agriculture name of Peter Vasilenko
61050, Kharkiv, Alchevskikh street 44, UNESCO department "Philosophy of human
communication" social and humanitarian disciplines, ph. 713-26-85

The problem of acquiring the ability to intercultural communication is vital for solving at the present stage of society development, since communication is an integral part of a person's life in society. Without communication, there cannot exist a society, and without a society there will not exist a person as a social being, as a cultural person.

Communication "rules" a person, has a direct impact on his life, behavior, knowledge of the world and himself as part of the world. The problem of intercultural communication is manifested primarily in national conflicts, the manifestation of nationalism. All this forces the scientists to find new effective ways of solving these problems. One such solution is the creation of an individual's ability to intercultural communication as one of the means of understanding foreign languages and cultural values.

The relevance of this topic is due to the constant progress of the level of intercultural relations at the world level. This problem requires further study of intercultural communication in the context of its definition as a means of understanding mental features. Ignoring the numerous studies of scientists in this field, the aspect of creating an effective intercultural communication in the context of understanding the different mental characteristics of different cultures remains unsolved.

Intercultural communication as a special type of communication involves communication between speakers of different languages and different cultures. At the moment, every self-respecting student should know or thoroughly study at least one foreign language. This is not only necessary for him for his personal development, but also can help him in later life.

Knowledge of foreign languages is important for understanding each other's people from different countries. Intercultural communication allows us to learn the world from within, getting to know people from different countries, with different cultural values and different ethnic heritage.