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INTERCULTURAL COMMUNICATION IN THE CONTEXT OF GLOBALIZATION

Resume: *The article examines issues related to the problems of intercultural communication in the context of globalization. It is emphasized that the process of globalization leads to the emergence of cultural forms, new values, patterns of behavior. The globalization of all aspects of human life, which characterizes the current state of society, is the confirmation of a new stage in the development of social ties on a global scale. Only by finding consensus will humanity be able to solve global problems and protect itself from self-destruction. Thus, globalization has a huge impact on humanity.*

Key words: *communication, intercultural communication, English, Russian.*

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МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ В КОНТЕКСТЕ ГЛОБАЛИЗАЦИИ

***Аннотация:** В статье рассматриваются вопросы, связанные с проблемами межкультурной коммуникации в условиях глобализации. Подчеркивается, что процесс глобализации ведет к появлению культурных форм, новых ценностей, образцов поведения. Глобализация всех сторон человеческой жизнедеятельности, характеризующая современное состояние общества, представляет собой утверждение нового этапа в развитии социальных связей в общемировом масштабе. Только путем нахождения консенсуса человечество сможет решить глобальные проблемы и защититься от самоуничтожения. Таким образом, глобализация оказывает огромное воздействие на человечество.*

***Ключевые слова:** коммуникации, межкультурное общение, английский язык, русский язык.*

In my article, I would like to consider the concept of intercultural communication, the main problems associated with this definition, the advantages in the form of cultural development and values.

After all, our modern world is becoming more global, there is a new period of formation of social relations and various interactions between people and even civilizations, which is of a global nature. In this case.

I can say that this development is promoted by the revolution, the development of the economic and political sphere.

People of different civilizations are connected by trade, political, and economic relations, and there is an expansion of communication.

At the moment, we are moving to the international level of communication, cultures interact with each other, forming a single sphere of relations.

I can say that this version of the concept of globalization can have an impact on each individual person, as well as on entire states and nations.

We also use cross-cultural communication for educational purposes and further develop professional standards.

People try to learn the values of other peoples, expand their horizons, and for this purpose, enter into cross-cultural communication.

People of different nationalities should be able to find consensus only in this way can we achieve a peaceful environment and protect us from self-destruction. I can say that globalization represents a new stage a new stage of interaction of social society.

Definition the concept of intercultural communication, its characteristic features and historical aspect Interaction between cultures occurs when a global culture interacts between entire nationalities.

I would like to draw your attention to the fact that globalization represents a new stage of interaction between societies and characterizes the social level. If we talk about the place of intercultural communication in society,

I can say that it occupies a central place and preserves the peace between cultures. Cross-cultural communication forms communication between native speakers of different native languages and different cultures (3).

When faced with a different culture, our own set of standard types and rules of communication may not work, and unfulfilled expectations between communication participants, increased difficulty in coordinating interests, often lead to conflicts.

For the first time, the problems of language communication became relevant in the 20th and 21st century. The strictly defined language was replaced by svobodny. There was an understanding that some cultures may disappear and at the same time the language of communication (2).

Maybe an entire era will disappear. In this regard, there was an interest of the peoples to each other.

Cross-cultural communication is a social phenomenon, the essence of which is constructive or destructive interaction between representatives of different cultures. At the center of cross-cultural interactions is a person as a carrier of universal universal values and cultural characteristics.

This person acts and interacts with other people on the basis of these universals and features in a huge number of communication contexts.

Cross-cultural communication as a native speaker
Usually, cross-cultural communication is defined as communication between speakers of different cultures who use different languages [1].

When a person finds himself in a different cultural language environment, he feels the so-called "culture shock" due to insufficient knowledge of national values and the laws of communication of speakers of other cultures and languages.

In order to avoid all misunderstandings, it is necessary to have fundamental knowledge about a particular culture, it is necessary that there is interaction between cultures.

The interaction of cultures is a special type of direct relations and connections that are established between two or more cultures, as well as those influences, mutual changes that occur in the course of these relations.

Changes in the states, qualities, spheres of activity, values of a particular culture, the generation of new forms of cultural activity, spiritual orientations and signs of the way of life of people, under the influence of external impulses, are of crucial importance in the process of interaction of cultures

The process of interaction of cultures, as a rule, is a long-term phenomenon [4]. The globalization of social development is caused by the growing intensity of ties and relations: economic, socio-political, cultural, scientific, technical, and communicative, which bind the various communities of the modern world.

These ties, relations, and contacts add a certain systemic quality to our emerging civilization: the comprehensive interdependence of various communities, countries, and regions is increasing, and they are increasingly influencing each other.

The intensity of global interconnections contributes to the rapid spread over most of the planet of those forms of political, social and especially economic life, those types of culture, knowledge and values that are perceived as the most effective, optimal or simply optimal for meeting personal and social needs [3].

The process of globalization leads to the emergence of cultural forms, new values, patterns of behavior and activity, and the averaging of world needs. Due to the increasing interdependence of business processes of organizations and the globalization of competition in world markets, local cultures (national, business

Awareness of the importance of cultural and historical factors in the communication processes, knowledge and adequate recreation of the norms of verbal and non-verbal behavior contributes to the success of intercultural I, since the communication process involves mutual understanding and mutual adaptation of the interlocutors.

In order to realize that you are an integral part of interaction, you need to change the approaches to teaching foreign languages, country studies, and

communication theory and move from theoretical knowledge to practical courses, destroying erroneous cultural stereotypes.

The modern world is increasingly acquiring a globalizing character of existence. One of the characteristic features of globalization is the interaction of both individuals and individual civilizations. Relations between civilizations acquire a special status.

The globalization of all aspects of human life, which characterizes the current state of society, is the confirmation of a new stage in the development of social ties on a global scale. The onset of globalization is due to many reasons - industrial and electronic revolutions, the formation of a common labor market and the sale of goods, migration of the population on a planetary scale, and an unprecedented expansion of international contacts.

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