

## **LINGUISTIC ASPECT OF INTERCULTURAL COMMUNICATION**

Introduction. People from various national and linguacultural communities are now able to communicate more effectively. Globalization is altering not only politics and economics, but also the nature of human communication, which is taking on new forms and posing new challenges. Interest in intercultural communication is determined by the increase of one's worldwide network of friends and the study of foreign languages.

The aim of the study is to identify the essence of intercultural communication as a scientific area and a modern social reality, as well as to formulate its basic principles.

Intercultural communication is critical in a variety of disciplines. It encompasses cultural studies, linguistics, and social psychology. It has applications in a variety of fields, from the study of foreign languages to diplomatic service [5]. The basis of communication exists in a macro- and micro-context. Macro context consists of physical surroundings and information based on interpersonal relationships between communicators and the social settings of communication, while the micro or internal context is the communicant's past experience, programmed in his mind and nervous system structure [2].

The term «intercultural communication» entered scientific discourse with E. Hall and D. Trager releasing «Culture as Communication: Model and Analysis» in 1954, which considered intercultural communication as a distinct part of human communication. Intercultural communication is defined as «conversation between representatives of various cultures using different languages» [3]. People from various cultures develop shared meanings through

it, which is a symbolic, interpretative, transactional, and contextual process [1].

The need for sociocultural adaptation, overcoming the problem of mutual understanding, a massive flow of information in all fields of knowledge, and the ability to conduct a cross-cultural dialogue all contribute to the realization of language as a phenomenon of national identity and means of intercultural communication. Given the large number of international students studying in Ukraine, as well as Ukrainians going abroad, intercultural communication as a result of cultural exchange is becoming increasingly crucial. The linguistic factor plays a crucial role in this setting as means of facilitating cross-cultural conversation [6].

Language is the primary means of communication and the most common indicator of ethnic group identification, with the communicative function being crucial. As a result, the linguistic part of intercultural communication is always the main focus, reflecting the essential characteristics of the human personality and the entire national-cultural group.

Our intercultural education develops based on how we learn diverse meanings of the same term – knowledge of how that culture shows itself in a language discourse, as well as the ability to respond appropriately while considering disparities. The way people attach symbolic significance to words and actions for self-expression is affected by the society in which they live. Within a group of people, the common meaning of speech codes contributes to the fact that they begin to share not only sounds, but also life philosophy, ideals, and morality. Despite the fact that people have the same biological and emotional requirements and often respond in the same way to varied environmental stimuli, the environment affects their minds in distinct ways. Language is a connecting bridge between individuals, but it can also be a barrier when intercultural communication is not carried out properly [2].

Conclusion. To summarize, intercultural communication is a thriving field of study based on the widespread diffusion of cultural and cultural diversity discourses. Finding a common language is challenging, but it may be

accomplished if we are completely aware of the traps along the way to peace and cooperation. Therefore, learning a language as a medium of communication is impossible without understanding the world of the language being studied. Because at the heart of intercultural communication is a mutual code, mutual knowledge of realities, knowledge of the subject of communication between the participants in communication, the study of the world of native speakers is aimed at helping to understand the features of the language of use, additional semantic loads, political, cultural, and historical realities.

## REFERENCES

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