

Kseniia Kugai

Senior Lecturer of the Department of Philology and Translation

Kyiv National University of
Technologies and Design (Kyiv)

INTERCULTURAL COMMUNICATION IN BUSINESS

One of today's characteristics is the growing number of people who interact with cultures different from their native culture. The process of globalization contributes to the understanding of communication between different cultural systems as an essential element of the world's current reality. The processes associated with the phenomenon of globalization involve regular contacts in different areas between different cultures. This situation requires the solution of practical tasks and issues in cultural adaptation of representatives of one culture in the territory of another cultural community. In the context of these trends in social development, it becomes extremely important to be able to identify the cultural characteristics of nations in order to understand each other and achieve mutual recognition.

Boundaries, distances or cultures no longer limit modern business, organizations and governments. They regularly work in a global or multicultural scenario. Accordingly, globalization implies significant changes in the way we interact with each other. However, when working in a multicultural field, intercultural communication is inevitable for result-oriented interactions.

To begin with let us consider the very notion of intercultural communication. The term "intercultural communication" refers to the exchange of knowledge, ideas, thoughts, concepts and emotions between people from different cultures. The first definition of intercultural communication was proposed by American scholars Larry A. Samovar and Richard E. Porter in their book "Communication between cultures" in 1972. According to this definition, intercultural communication is a type of

communication in which the sender and recipient belong to different cultures (Samovar, Porter, 1972).

Within each sphere, intercultural communication takes place at different levels. There are several types of intercultural communication at the micro level:

- interethnic communication;
- countercultural communication (occurs between native culture representatives and the child subculture. It is expressed in the disagreement of the child subculture with the values and ideals of the native one);
- communication between social classes and groups (demographic groups: religious, gender and age);
- communication between urban and rural residents (in style and pace of life, general level of education, type of interpersonal relations);
- regional communication;
- communication in business culture.

A common feature of all levels and types of intercultural communication is the lack of awareness in cultural differences between its participants. It seems to them that their style and way of life is the only possible and correct one, that the values they are guided by are equally clear and accessible to all people. And only when confronted with representatives of other cultures, discovering that the usual patterns of behaviour stop working, the average person begins to think about the reasons for their failure.

In international business, the influence of culture is manifested at literally all levels:

- in micro-environment at the firm level (corporate culture);
- in meso-environment at the level of intercorporate interaction (the culture of intercorporate communications);
- in macro-environment (the firm interaction with another business environment in the host country).

Intercultural communication refers to communication that takes place between two or more different cultures. The goal of intercultural communication is mutual adaptation between two or more distinct cultures which leads to multiculturalism rather than complete assimilation. Most of the proposed definitions of the term “intercultural communication” are based on the opposition of intercultural and intracultural communication (Halytska, 2014, 25).

Acquiring intercultural communication skills has become a top priority in modern business. When business crosses the boundaries of religion, society, ethnicity, there is a need for intercultural communication.

Nowadays, globalization has given impetus to the development of an intercultural environment in business. An organization that includes people of other religions, ethnicities, requires significant intercultural communication skills from its employees. Knowledge of different languages is not the only requirement for excellent intercultural communication skills (2).

In general, intercultural communication today means gaining a competitive advantage at a time when businesses are extremely competitive and growing. Whether you are looking for another client’s business, giving a presentation or negotiating, intercultural communication plays a crucial role. This gives you the opportunity to successfully communicate with people from different cultures.

REFERENCES

1. Halytska M.M. (2014). Mizhkulturna komunikatsiia ta yii znachennia dlia profesiinoi diialnosti maibutnikh fakhivtsiv [Intercultural communication and its significance for professional activities of future specialists]. *Osvitohichnyi diskurs*. №2 (6). P. 23-32.

2. Mizhkulturna komunikatsiia [Intercultural communication]. *Azbyka*. Retrieved from <https://azbyka.com.ua/uk/mezhkulturnaya-kommunikatsiya/>

3. Samovar L., Porter R. (1972). *Communication between cultures*. Wadsworth Publishing Company, 1972. 343 p.