

THE IMPORTANCE OF INTERCULTURAL COMMUNICATION FOR GLOBAL CITIZENSHIP

Asadbek Abduvaliev

Bachelor 2nd year, Admiral G. I. Nevelsky State University, Vladivostok

alisadbek1605@mail.ru

Annotation:

This article analyzes the importance of intercultural communication in the formation of global citizenship. Global citizenship implies awareness of belonging to the global community and responsibility for the sustainable development of the planet. Successful interaction on a global scale requires the ability to communicate effectively with people from different cultures.

The article will examine the role of intercultural communication in the formation of global citizenship. First, the main advantages and benefits that intercultural communication brings to global citizens will be examined. In this context, it will be emphasized how it promotes the development of cultural sensitivity, interpersonal skills, respect and tolerance for differences. The development of intercultural communication is a key factor in achieving world peace, justice and sustainable development. It builds bridges between cultures, resolves conflicts, and creates aware and active global citizens. The article will conclude with a call for strengthening intercultural education and the development of intercultural communication to achieve these goals of global citizenship.

Keywords: communication, development, intercultural communication, interpersonal skills, interaction, different cultures, tolerance.

In today's world, where globalization and internationalization are increasingly taking root, understanding and effective intercultural communication are becoming key skills for successful adaptation and social interaction. Global citizenship, a concept that involves conscious and responsible participation in the global community, is becoming increasingly important to modern society. Within the framework of global citizenship, intercultural communication plays an integral role in the formation and development of people's skills and competencies necessary for constructive interaction and cooperation with representatives of other cultures.

“Communication as communication (formation of the common) is an undoubted condition for species self-preservation; it is a form of functioning of human communities.” [1;18]

I agree with the statement that communication is an essential condition for the existence and development of human communities. Communication plays a key role in forming and maintaining social connections, exchanging information and ideas, and establishing and maintaining cooperation between people.

Through communication, we learn and develop by exchanging experiences, knowledge and opinions with other people. Communication allows us to understand and be understood, express our thoughts and emotions, and receive feedback from others. It helps us establish mutual understanding and solidarity, and shapes our social and cultural identities.

However, communication is not limited to just linguistic or verbal forms. Non-verbal means of communication, such as gestures, facial expressions, intonation, also play an important role in conveying information, emotions and creating mutual understanding.

“Intercultural communication is not a language as such, it is a dynamic discourse. ICC as a subject studies phenomena and patterns of a more general order.” [2;109]

Intercultural communication is not limited to language, but is a dynamic discourse covering a wider range of phenomena and patterns. Intercultural communication studies the interaction and exchange of information between representatives of different cultures, as well as the factors influencing this process.

One example of intercultural communication that is not related only to language can be the use of non-verbal means of communication. Various gestures, facial expressions, intonation and other non-verbal elements can have different meanings and interpretations in different cultures. For example, many cultures have their own distinctive use of gestures that can express emotion, respect, greeting, and other social signals. Understanding and correctly interpreting these nonverbal elements are key to successful intercultural communication.

In addition, intercultural communication also addresses more global aspects such as cultural values, norms and stereotypes. Differences in values and norms between cultures can have a significant impact on communication. For example, in one culture direct expression of opinion and argumentation may be considered normal, while in another culture it may be perceived as aggressive or disrespectful. Understanding and taking into account such cultural differences are important aspects of intercultural communication.

Thus, intercultural communication extends beyond simple language exchange and includes a wider range of factors and aspects that influence mutual understanding and successful interaction between cultures. Understanding the dynamic nature of intercultural communication helps us adapt to differences and communicate effectively in a world where many cultures touch and interact.

«The main goal of cultural corporations is interpersonal communication. The structure of relationships involves informal leadership and the transfer (translation) of certain knowledge. The areas of different subcultural themes may be in contact, not in contact, or intersect» [1;53]

I agree with the statement that interpersonal communication is central to the activities of cultural corporations. The establishment and maintenance of relationships between people, the exchange of information and ideas are the basis for the development of subcultural communities.

In the structure of relationships in cultural corporations, informal leadership can often be observed. Some participants with specific knowledge or experience act as mentors and sources of knowledge for other participants. They can transfer their knowledge and experience through communication, training or organizing master classes. Thus, knowledge and creative ideas are passed on and transmitted from generation to generation, contributing to the development of subcultural communities.

Thus, interpersonal communication is the basis in the activities of cultural corporations, and informal leadership and knowledge transfer are important aspects of this process. Different subcultural areas can interact, touch, or overlap, creating opportunities for the exchange of ideas, creative collaborations, and the development of a more diverse cultural landscape.

«If we understand culture as broadly as possible, then we can say that any person whose work is in one way or another connected with people communicates with representatives of other cultures, and therefore knowledge of strategies for conducting intercultural communication is necessary for almost every member of society» [3;13]

I completely agree with the statement. If we accept a broad definition of culture that includes not only national, ethnic or regional differences, but also various professional, organizational and social groups, then communication with representatives of other cultures becomes an integral part of our daily lives.

Every person working in any field is confronted with different cultural practices, values, norms and expectations. For example, in multinational companies, employees from different countries may have different approaches to business communication, decision making, or conflict resolution. Understanding these differences and being able to adapt to them is key to success in the workplace and the establishment of harmonious work relationships.

Knowledge of intercultural communication strategies becomes especially important for those who work in areas related to tourism, business, social work, international relations, media and much more. For example, workers in the tourism industry must be able to communicate with tourists from different countries and cultures, take into account their characteristics and provide services that meet their needs and expectations. In international companies, leaders must be able to communicate effectively with employees from different cultures and manage cross-cultural teams.

An example would be a mother who works in a school where there are children from different countries and cultures. She must be able to communicate effectively with children and their parents, taking into account their cultural backgrounds and differences in educational expectations. Her knowledge of intercultural communication strategies will help her create a positive educational environment and maintain positive relationships with parents and children.

Thus, knowledge of intercultural communication strategies is necessary for almost every member of society who encounters communication and works with people from different

cultures. It allows us to interact more effectively, respect differences and create harmonious intercultural relationships.

Conclusion

In conclusion, intercultural communication plays an important role in the formation of global citizenship. In a world where borders are shrinking and cultural differences are becoming closer, the ability to effectively communicate and interact with members of other cultures becomes key to our global coexistence and development.

Intercultural communication promotes the development of cultural sensitivity, allowing us to see and understand differences in values, norms and traditions. It helps us overcome stereotypes and prejudices, expands our horizons and allows us to establish deep and mutually beneficial relationships between people of different cultures.

It is important to note that intercultural communication is not limited to language. Nonverbal communication, cultural codes and cues also play an important role in conveying information and creating rapport. Understanding and being able to interpret different cultural cues contributes to successful communication and the prevention of misunderstandings.

The development of intercultural communication has long-term beneficial consequences for society. It promotes peace, justice and sustainable development. Intercultural communication helps us resolve conflicts and find solutions to global problems such as climate change or migration.

To develop global citizenship and harmonious coexistence in a multiethnic and multicultural society, it is important to promote intercultural education and intercultural communication training. This will help us develop tolerance, respect and sensitivity to differences.

Intercultural communication is not only an essential skill set for workers in business, tourism or international relations, but also a required element for every member of society who strives to become an active global citizen.

We hope that understanding of the importance of intercultural communication and its role in the formation of global citizenship will continue to grow and develop, allowing us to overcome cultural differences and build a more harmonious, solidary and just society.

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