

UDC 338.984

**CROSS-CULTURAL COMMUNICATION**<sup>1</sup> *Christina A. Derkun,*<sup>2</sup> *Tatiana O. Rayuskaya,*<sup>3</sup> *Natalia S. Kresova*<sup>1</sup> SGUTiKD, Sochi, Russia.

Economics and management at the enterprise, 4 courses

Sochi, Shosseynaya st. 2/13 – 7.

Tel.: 8-918-957-32-54, E-mail: kristy-12@yandex.ru

<sup>2</sup> SGUTiKD, Sochi, Russia.

Economics and management at the enterprise, 4 courses

Sochi, Darvina st., 80 – 39.

Tel.: 8-918-105-38-60, E-mail: paradise-90@yandex.ru

<sup>3</sup> SGUTiKD, Sochi, Russia. Candidate of sociological science, Professor  
354000, Sochi, Alpiyskaya st., 31a – 12.

Tel.: 8-918-307-98-07, E-mail: kresovans@rambler.ru

This article contains information about the concept of intercultural communication, about the history of the development of this direction. In addition the article indicates the fact that in many foreign universities intercultural communication is studied as a separate subject. This article contains information about the value of this field for the Olympic Games.

**Keywords:** communication, the Olympic Games, cross-cultural.

**Cross-cultural communication** (also frequently referred to as intercultural communication) is a field of study that looks at how people of different cultural backgrounds communicate, and how they endeavour to communicate across cultures [1].

In years during and preceding the Cold War, the United States economy was largely self-contained because the world was polarized into two separate and competing powers: the east and west. However, changes and advancements in economic relationships, political systems, and technological options began to break down old cultural barriers. Business transformed from individual-country capitalism to global capitalism. Thus, the study of cross-cultural communication was originally found within businesses and the government both seeking to expand globally. Businesses began to offer language training to their employees. Businesses found that their employees were ill equipped for overseas work in the globalizing market. Programs were developed to train employees to understand how to act when abroad.

With this also the development of the Foreign Service Institute, or FSI, came through the Foreign Service Act of 1946, where government employees received trainings and prepared for overseas posts. In 1974, the International Progress Organization, with the support of UNESCO and under the auspices of Senegalese President Léopold Sédar Senghor, held an international conference on "The Cultural Self-comprehension of Nations" (Innsbruck, Austria, 27–29 July 1974) which called upon United Nations member states "to organize systematic and global comparative research on different cultures of the world" and "to make all possible efforts for a more intensive training of diplomats in the field of international cultural co-operation ... and to develop the cultural aspects of their foreign policy" [2].

In the past decade, there has become an increasing pressure for universities across the world to incorporate intercultural and international understanding and knowledge into the education of their students. International literacy and cross-cultural understanding have

become critical to a country's cultural, technological, economic, and political health. It has become essential for universities to educate, or more importantly, "transform", to function effectively and comfortably in a world characterized by close; multi-faceted relationships and permeable borders. Students must possess a certain level of global competence to understand the world they live in and how they fit into this world. This level of global competence starts at ground level- the university and its faculty- with how they generate and transmit cross-cultural knowledge and information to students.

Cross-cultural communication tries to bring together such a relatively unrelated areas as cultural anthropology and established areas of communication. Its core is to establish and understand how people from different cultures communicate with each other. Its charge is to produce some guidelines with which people from different cultures can communicate better with each other.

Cross-cultural communication, as in many scholarly fields, is a combination of many other fields. These fields include anthropology, cultural studies, psychology and communication. The field has also moved both toward the treatment of interethnic relations, and toward the study of communication strategies used by co-cultural populations, i.e., communication strategies used to deal with majority or mainstream population.

The study of languages other than one's own can not only serve to help us understand what we as human beings have in common, but also assist us in understanding the diversity which underlies not only our languages, but also our ways of constructing and organizing knowledge, and the many different realities in which we all live and interact. Such understanding has profound implications with respect to developing a critical awareness of social relationships. Understanding social relationships and the way other cultures work is the groundwork of successful globalization business efforts.

The study of cross-cultural communication is fast becoming a global research area. As a result, cultural differences in the *study* of cross-cultural communication can already be found. For example, cross-cultural communication is generally considered to fall within the larger field of communication studies in the US, but it is emerging as a sub-field of applied linguistics in the UK.

As the application of cross-cultural communication theory to foreign language education is increasingly appreciated around the world, cross-cultural communication classes can be found within foreign language departments of some universities, while other schools are placing cross-cultural communication programs in their departments of education.

With the increasing pressures and opportunities of globalization, the incorporation of international networking alliances has become an "essential mechanism for the internationalization of higher education". Many universities from around the world have taken great strides to increase intercultural understanding through processes of organizational change and innovations.

Nowadays intercultural communication is very important sphere in Olympic Games. Once upon a time, our brilliant ancestors learned to cut a hole into the walls of their dwellings for light and ventilation, and that hole later evolved into today's window. In this modern era, however, it remains paradoxical that even when modern people possess windows in all sizes and shapes, they have no idea how to use them to their advantage. Let's consider some aspects of cross-cultural communication on an example of China. Take Chinese people, when locked up behind a window and cut off from the outside world in those days, they were totally blind to what was going on outside. Likewise, people outside also wondered what a life of complete isolation would be like. The Games definitely acts as a window through which people staying at home and coming from outside can exchange glances in a free and friendly manner. There is no need to peep into each other's realms, as the new window encourages people of different backgrounds to meet halfway through direct communications [2].

The Olympic Games is, without any doubt, a perfect showcase for mutual communication and understanding; and the Olympic spirit—peace, friendship and progress—refined over time

and various trials, is the distillation of human civilization. To achieve this lofty goal, people will have to enhance mutual communication and seek the common Olympic dream [3].

It is evident that any mature host would like to open itself to criticism from its guests, and any constructive criticism would only help the host improve. It is also well-documented in Olympic history that any din or noise, loud as it is, has no reason to disrupt the Games, as the Olympic spirit will eventually survive and foil any fault-finding attempts.

To be frank, the gap created by ideological disparities and cultural differences can at times block communication, and cause misunderstandings, clashes or even confrontations. Now that the upcoming Games have opened up a new green channel for communication, people all over the world ought to take this opportunity to learn more about each other. In so doing, the clouds of doubt and suspicion hovering over people's minds are likely to dissipate [4].

#### **Sources:**

1. Everett M. Rogers, William B. Hart, & Yoshitaka Miike (2002). Edward T. Hall and The History of Intercultural Communication: The United States and Japan. Keio Communication
2. Bartell, M. (2003). Internationalization of universities: A university culture-based framework. Higher Education, 45(1), 44, 48, 49.
3. Hans Köchler, Cultural Self-comprehension of Nations. Tübingen: Erdmann, 1978, Final Resolution, p. 142.
4. Bartell, M. (2003). Internationalization of universities: A university culture-based framework. Higher Education, 45(1), 46.

УДК 338.984

### **МЕЖКУЛЬТУРНАЯ КОММУНИКАЦИЯ**

<sup>1</sup> Деркун Кристина Александровна

<sup>2</sup> Райская Татьяна Олеговна

<sup>3</sup> Кресова Наталья Станиславовна

<sup>1</sup> СГУТиКД, Сочи, Россия.

Экономика и управление на предприятии, 4 курс

354000, г. Сочи, ул. Шоссейная, д. 2/13, кв. 7

8-918-957-32-54, E-mail: kristy-12@yandex.ru

<sup>2</sup> СГУТиКД, Сочи, Россия.

Экономика и управление на предприятии, 4 курс

354000, г. Сочи, ул. Дарвина, д. 80, кв. 39

8-918-105-38-60, E-mail: paradise-90@yandex.ru

<sup>3</sup> СГУТиКД, Сочи, Россия.

Кандидат социологических наук, доцент

354000, г. Сочи, ул. Альпийская, д. 31а, кв. 12

8-918-307-98-07, E-mail: kresovans@rambler.ru

Данная статья содержит информацию о понятии межкультурной коммуникации, об истории развития данного направления. Помимо этого указывается тот факт, что во многих зарубежных университетах межкультурная коммуникация изучается как отдельный предмет. Статья содержит информацию о значении данной области для Олимпийских Игр.

**Ключевые слова:** коммуникация, Олимпийские Игры, межкультурная.