

## FORMATION OF INTERCULTURAL COMMUNICATION ISSUES IN EUROPE

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### **Annotation**

*The article discusses the reasons for the emergence of intercultural dialogue first in the United States, and later in Europe.*

### **Key words and phrases**

*Representatives of culture, misunderstandings, language, linguistic differences, culture, communication, foreign workers, acculturation, multiculturalism problem.*

## ФОРМИРОВАНИЕ ПРОБЛЕМЫ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ В ЕВРОПЕ

### **Аннотация**

*В статье рассматриваются причины возникновения межкультурного диалога сначала в США, а позднее и в Европе.*

### **Ключевые слова и выражения**

*представители культуры, недоразумения, язык, языковые различия, культура, общение, иностранные рабочие, аккультурация, проблема мультикультурализма.*

After the Second World War, American politics, economy and culture began to influence the whole world. Many American politicians, businessmen, and cultural figures working abroad often feel their weakness in the process of communicating with representatives of other cultures. In many cases, this led to mutual resentments, misunderstandings and conflicts. Even a perfect command of the language could not eliminate the problems that arise. As a result of this, the need to learn not only the language, but also the culture, customs, traditions, and ethics of other nations began to be felt. It was this need that led to the emergence of intercultural communication in the United States in 1956.

In the European region, the process of the emergence of intercultural dialogue happened a little later than in the USA and for completely different reasons. This

was caused by the scientific symposium on "International and intercultural communication between developed and developing countries" held in Berlin in 1966. The organizers of this symposium tried to "show a new direction in German science that has both practical value and thus an impetus for research." However, this initiative was not supported by the general public and did not have the expected results of the organizers.

Only after the 10th year, European scientists began to show interest in the issues of intercultural communication. This interest developed only after the establishment of the "European Economic Cooperation Society". The reason for this was the opening of borders between countries and the free movement of people, goods and capital. European capitals and large cities began to rapidly change their appearance under the influence of various cultures that entered from all sides. Life itself began to demand interaction between representatives of different cultures.

The first step towards this direction was taken by foreign language teachers who had to study and teach the interaction of cultures in the field of country studies. A little later, psychologists interested in the issues of value orientation, national-cultural similarity, alienation in the environment of another culture addressed the issues of intercultural communication.

In Germany, the modern study of intercultural communication began to develop in the late 1980s. K. Roth, professor of the University of Munich, said that the science of ethnography not only in Germany, but also in other countries did not directly deal with the issues of intercultural communication and cultural relations in enterprises. From that time, research related to acculturation, migration of foreign workers, interaction between foreign and German workers began to be conducted in Germany. Based on research goals in various works, issues of perception, behavior and linguistic differences began to come to the fore. Researchers say that the methods of hermeneutics, cognitive psychology, linguistics, ethnosemantics and ethnomethodology can be used to analyze intercultural communication in different ways.

In the 1970s and 1980s, a number of Western European universities conducted research in this direction based on the example of the United States and began to introduce it into the educational program as training courses. Based on the American experience of teaching intercultural communication, educational programs based on the materials of folklore, ethnology and linguistics were developed.

However, it should be noted that in Europe, the theory of intercultural communication is taught as a subject only in a few universities. The direction and

content of the training courses are determined based on the specialty of the faculty. At the same time, the modern processes of globalization and adaptation to Europe are creating good conditions and turning the problem of multiculturalism into an actual issue in many European countries. Based on this, the interest in the issues of intercultural communication is growing, and the need to study it is increasing. This interest can be seen as a bright prospect for the introduction of a new academic discipline in prestigious universities of European countries in the near future.

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