

**Valentina Kyvlyuk. Role of communication resource in the context of globalization processes**

*Challenges of the modern epoch in the context of world globalization processes and role of communication resources that ensure high rates of development of cultural values, education, economic and technological progress, were reviewed.*

**Keywords:** *globalization, communication resource, cultural values, education, technological progress.*

World of the XXI century – a world of formation of a new global civilization, in which, at first glance, features of different national traditions, social structures, cultural, moral and ethical values are eclectically combined.

«Globalization – is overcoming and even elimination of traditional boundaries between states by creating a single technological, commercial, economic and information space» [1,p.85].

Globalization aims at formation and development of an interdependent, integrated, unified world – holistic not only by the general outlines, but also by the internal components of existence of civilization. In such unified world all geographical and political boundaries of socio–cultural systems are being erased and it is mankind that becomes more aware of disappearance of such borders.

Global changes in the society provide their implementation in three stages:

- 1) awareness of finality of changes and determination of transformations direction;
- 2) awareness of responsibility and training of those who carry out these changes;
- 3) gradual transformation of society by those who are ready to join the new society and consolidates the others around themselves [3,p.95].

Globalization encourages development of science (economics, computer science, sociology, political science, philosophy, ecology, medicine, demography, etc.) and it collects and classifies achievements of scientific knowledge in its theory and practice.

Identification of priorities for socio–cultural sphere of the XXI century is extremely difficult, if it is possible at all. Therefore, it is generally accepted that the

modern epoch is characterized by aggravation of global problems and deployment of controversial process of becoming of multidimensional and holistic world.

Apparently, in civilization relay of sociocultural systems communicative resource still plays a significant role, because it provides higher rates of production of cultural (in the broad sense of the word) values and technological progress.

Global processes that occur in social systems, as in any natural systems, interact with each other, resonate or neutralize each other.

In recent decades global problems were supplemented with those, which not long ago were considered as local or regional. It's about global issues related to strengthening, systemization of cross-cultural contacts between peoples, countries, regions, continents, as well as the expansion of the negative trends of socio-cultural process. They became being realized by the world community as global problems only since the late 80's – early 90's. General concern in the world today cause such problems as uncontrolled criminal spread of drugs, international terrorism, proliferation of weapons in areas of ethnic conflicts, violence against the person, violation of human rights and freedoms, etc. [4 s.210].

In today's civilization process two opposing trends are clearly delineated: on the one hand, economic, social, political, and cultural integration between whole regions is increasing, economic, information, scientific, political technologies through their replication in mass production and communication are being unified, and on the other hand – desire to preserve the existing lifestyle and homogeneity of social reality by preventing unfamiliar for a particular country or region, socio-cultural values, is being formed.

Realities of today are quite contradictory. Dozens and hundreds of peoples and cultures live as their parents, grandparents, great-grandparents lived, without changing the way of life for centuries, and in some cases even thousands of years.

However, maintaining their own uniqueness, they are interested in the changes taking place in the world and try to catch their meaning, involve them in their own experience. Initiators of progressive innovations, as a rule, are so-called civilization nations. They alter the overall context of the epoch, not only in their own countries, but also overcoming passive or active resistance of conservative nations in the global context.

One of the leading communication resources and factor of accelerating and spread of globalization processes is promoting information communication technologies, among which a special place is occupied by global computer networks (search, information, social, etc.).

Features of introduction of interpersonal network computer communications system can be characterized as follows:

- quantitative growth of interpersonal and intergroup communications;
- change of direction of these communications, able to really influence the social structure of the society's worldview;
- reduce of communications cost and simplification of formation of organizations of any size and orientation.

Few people today can afford to live without Internet – a convenient means of communication and obtaining information.

Along with the Internet, a new communicative environment have been created that gradually ropes into (due to its own characteristics and advantages) numerous fragments of society. Communication in this socium can not be limited to traditional texts, the need for broad public dissemination of hypertext inevitably arises. In this sense, oral, written and electronic communication types can be viewed as separate and successive stages of development of communicative discourse. Emergence of modern electronic means of storage and dissemination of information allowed to overcome

some significant limitations of previous forms of communicative interaction (fragility, slow distribution, limited access).

Computer today has become an important means of communication, and in the future it may become one of the main means of interactive communication. If it really happens, and bearing in mind that «The medium is the message» (means of communication is the very message) [5,p.133], logic of computer networks will inevitably start turning into a logic of communication of modern human being. Thus, Internet as a «network of networks», that is a modern technological base of information and communication flows becomes an epicenter of development of the modern organization of socium.

Through plurality of described features of internet–communication and their diversity, worldwide distribution of virtual communication is very ambiguous in its aftermath. Expansion of cognitive practices we can relate, for example, to positive effects of deployment of Internet. Thus, many researchers point out that proliferation of Internet dramatically increases importance of visual thinking. The latter – is a mental activity, which is based on operation with visual schedules, spatially structured schemes. Internet is likely to comprehensively facilitate the interpenetration and mutual reinforcement of rational and extrarational way of mastering reality [2]. In addition, Internet, bringing all the vital areas to the virtual plane, incomparably increases the number of interactions and the number of social spheres in which these interactions occur, through which the combined action is being collectivized and intensified.

But, first of all, it should be noted that the use of modern information and communication technologies is associated with difficult challenges. The first one concerns a person who does not know how to work with a computer or does not have a computer or the village where she lives, has no access to global computer networks. Hence, such person remains bereft of possibilities and advantages of electronic communication resource, becomes pariah.

Second, experience shows that information and communication technologies, which, on the one hand very quickly become obsolete and, on the other hand, excessively change their configuration and capabilities, do not meet the readiness of physical and mental state of the average person to obtain, perceive, process the received information or data. Inability to use information and communication technologies, lack of access to global networks and computers, ignorance of foreign languages creates inferiority and functional illiteracy complex in a human being. To live and function in today's world, to be integrated into it in the presence of psychological and functional problems is extremely difficult.

Thirdly, there is another, equally important problem associated with the knowledge of foreign languages. Most computer sites and international information search networks are English, at best, only part of them is in Russian. Such web-resources as electronic dictionaries, search engines, interactive curricula allow you to keep pace with the times and implement the opportunities of communicative resource.

We can state that lack of English language puts another obstacle for a human being on the way to a global computer network Internet, enhances its functional illiteracy.

Thus, based on this imbalance, a number of issues arise that impede development of this component of communication resource in the regional as well as global dimension.

With the development of globalization processes, expansion of the sphere of international communication, intensification of cross-cultural exchanges, international tourism development, intensification of business relations with foreign partners, knowledge of foreign languages in the early XXI century is a vital necessity for professionals in any branch.

In the context of globalization processes, knowledge of at least one foreign language involves primarily development of communicative skills and abilities of the

individual with the purpose to use language means in various activities to achieve his goals. It should be noted that development of communicative approach in learning foreign languages, implementation of innovative learning technologies should be carried out based on historical experience and traditions that take into account ethnic specificity and socio-cultural aspect. In addition, modern world globalization processes and trends of development of countries require lifelong learning and guide to self-education. Therefore, learning and use of foreign languages goes beyond compulsory education, and require learning throughout life.

It should be noted that communicative system-activity approach must necessarily be carried out in the context of cultural interaction. There is a need to introduce a value approach to the learning of foreign languages. Thus, any language in the process of learning is perceived not as a set of phonetic and lexical items, grammatical structures and rules, but as a unique way of thinking and perception of reality. Because language is the best way to get to know and understanding the culture of its speakers.

Due to globalization, foreign language is not something abstract, distant and immense anymore. In conditions, when «the world decreased almost to the size of the globe,» when visiting another country, you don't get the feeling of visiting another planet, learning foreign languages becomes absolutely applied, practical and commonplace. But global processes not only push to learning a foreign language, but also affect the perception of the world.

Single «global language» as a communicative resource, opens powerful information features and becomes an effective way to influence the world, consciousness, and hence political, economic and cultural processes in the context of world globalization.

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