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AXIOLOGICAL ASPECTS OF INTERPERSONAL AND INTERCULTURAL COMMUNICATION IN GLOBALIZED CONTEXT

The article presents the axiological aspects of intercultural and interpersonal communication and the basic principles of theoretical study as the theory of intercultural communication in Globalized context, the essence of which lies in different values between different cultures.

Key words: axiology, value, culture, intercultural communication, intercultural dialog.

Беліченко Маргарита. Аксиологічні аспекти міжперсональної та міжкультурної комунікації в контексті глобалізації.

В статті представлені ціннісні аспекти міжкультурного і міжособистісного спілкування та основні принципи дослідження теорій міжкультурної комунікації в глобалізованому контексті, суть якої полягають в різних аксіологічних значеннях між різними культурами.

Ключові слова: аксіологія, цінність, культура, міжкультурна комунікація, міжкультурний діалог.

Beliczenko Margaryta. Aksjologiczne aspekty międzyludzkich i międzykulturowych komunikacji w kontekście globalizacji.

W artykule przedstawiono aksjologiczne aspekty komunikacji interpersonalnej i międzykulturowej oraz podstawowe zasady nauki teoretycznej jako teorii komunikacji międzykulturowej w kontekście globalizacji, której istota polega na różnych wartościach pomiędzy różnymi kulturami.

Słowa kluczowe: aksjologia, wartości, kultura, komunikacja międzykulturowa, dialog międzykulturowy.

Value refers to the quality of an object that satisfies the desire of a subject. Therefore, in order to discuss values, we need to analyze the desire of the subject. Philosophical attempts to deal with questions of value (including material value) have generally focused on objective phenomena alone, excluding consideration of human desire. They have, therefore, been inadequate, like a tree without roots. A tree without roots withers.

Accordingly, existing thought systems are revealing their insufficiency today as regards solving various social problems. For example, economic theories, which deal with material values, have become relatively useless in solving the phenomena of the current economic confusion. Many complex problems, which even many economists did not anticipate, are also emerging, such as the impact that labor-management relations can have on business results.

The goal of the research is to examine the nature of axiological aspects of intercultural communication. In the center of cultural interaction is a person as the bearer of human universals. **The subject** of research is the theoretical and practical aspects and their role in communication.

Intensive development of intercultural contacts analysis of interpersonal and intercultural communication becomes an urgent problem.

The content of axiology, even fragmentarily, can already be found in ancient times. But, it is in modern times, especially after Kant made his well-known distinction between fact and value, that axiology became an important field of study in philosophy. Since the term “value” was originally derived from economic life, it refers mainly to economic value. Today, however, the term has become more generalized, being used in almost all areas of human activity, including society, politics, economics, law, morality, art, learning, religion, etc. In the Unification Thought view, there are both material values and spiritual values. Material values are connected with the daily necessities of human life, such as commodities; on the other hand, spiritual values refer to those values corresponding to the faculties of intellect, emotion, and will, namely, the values of truth, beauty, and goodness. Of these two kinds, Unification Axiology deals primarily with the spiritual values. It has generally been thought difficult to define the concept of value and that there was no other way to deal with it than to analyze it through those phenomena related to it.

Value is defined in this article as that quality of an object that satisfies the desire of the subject. That is, when an object has a certain quality that satisfies the desire or wish of the subject and which is recognized as such by the subject, then that special quality of the object can be called value. In other words, value is something that belongs to an object; yet, unless it is recognized as valuable by the subject, it does not become actual value. In order for value to become actual, there is a need for a process in which a subject must recognize the quality of an object and must appraise that quality as valuable.

Terms of communication are, first, targeting members of certain interpersonal standards and secondly, communicative competence. To better understand the phenomenon intercultural communication method using simulation. Successful intercultural communication depends on the communicative competence of participants in communication. Thus communicative competence is understood as knowledge used during symbolic communication systems and their operation rules, and rules for their interaction.

Intercultural communication is characterized by the fact that its members used in the direct contact special speech discursive strategies that differ from those they use when communicating inside of the same culture. The term “cross-cultural communication” concerning the study of a particular phenomenon in two or more cultures, and has additional value, comparing communicative competence of different cultures [7, p.350].

Implementation of capacity development of communicative competence is culturally mediated. In addition, it caused a unique and individual experience of each person. When communication is a process that messaging is constantly playing the content because it does not match even in people who have one language and one culture represents. Questions of study communication processes went into the most pressing problems of humanity in contemporary society. This study of intercultural communication has recently become increasingly important due to globalization and intensive migration.

Features of intercultural communication studies within the sciences such as linguistics, cultural studies, psychology, sociology, anthropology, ethnology, cybernetics, as well as the interdisciplinary level.

Intercultural communication as a social phenomenon was called to the practical needs of the postwar world that reinforced ideological interest, which formed in the early twentieth century in the scientific community, and in the public consciousness in relation to the so-called “exotic” cultures and languages.

The study of intercultural communication was a result of rapid economic development of many countries and regions, revolutionary changes in technology associated with this globalization of economic activity. As a result, the world has become much tighter, the intensity of long-term contacts between different cultures has grown and continues to increase. Apart from the important economic areas of

professional and social cross-cultural communication are education, tourism and science.

Date of birth of international communication, as an academic discipline, is 1954, when the book was published by E. Hall and D. Traher "Culture as Communication" ("Culture as communication"), in which the authors first proposed for general use the term "international communication", which in their view, to display a special sphere of human relations. Subsequently, the main provisions of intercultural communication were more developed in the famous labor E. Hall "The Silent Language" ("Silent Language" 1954), where the author has demonstrated a strong link between culture and communication. In developing their ideas about the relationship of culture and communication, E. Hall concluded the need to study culture. Thus E. Hall first proposed to consider the problem of international communication is not only an object of research, but also self-discipline. The process of becoming intercultural communication as an academic discipline began in 1960 when the subject began to teach in USA universities. This circumstance has changed the structure of the intercultural communication course. In the 1970's practical nature of the course was completed with the necessary theoretical generalizations and acquired form of classical university course, which included the position of both theoretical and practical aspects of intercultural communication [1, p.275].

On the European continent formation of intercultural communication as an academic discipline was somewhat later than in the USA and has been called to other causes. Creation of the European Union opened borders for free movement of people, capital and goods. This practice caused a problem communication between speakers of different cultures. This gradually formed the basis of academic interest in the problems of intercultural communication. For example the U.S. in many Western European universities on the brink of 70's and 80's of the last century were open intercultural communication departments (Universities of Munich) [7, p.352].

At the time, to describe intercultural communication used classical concept of culture as a system of conscious and unconscious values, rules and regulations. The so-called national and ethnic culture. Intercultural communication is characterized by the use of different discursive strategies of the participants other than those enjoyed in the same culture.

As a scientific discipline intercultural communication primarily features a practical character, expressed in promoting understanding of different cultures and reduction of conflict potential [8, p.540].

It can be identified verbal and nonverbal, oral and written communication. In any form of communication involved concepts such as information (or text message), understanding (rational or sensual), which is the purpose of communication and technology that can effectively transmit information.

The model reproduces the communication components and functional characteristics of the communication process as a scheme. Of course, the content model depends on the concept of the scientist, the needs of the science in which she appeared, etc. The first and most famous model of the communication process was the so-called Lasswell's formula: Who - Communicator; message that says, Kom-Recipient, How-channel feature; With what effect.

Lasswell's formula considered classical, it can be found in all textbooks on communication theory, mass communication, social psychology, sociology and political science. The model was developed and applied mainly to provide structural organization discussions about communication. Sam Harold Lasswell used it for different directions in research communication. Lasswell's Formula displays a characteristic feature of early models of communication - it implies that the device is always trying to influence the recipient, and therefore communication should be interpreted as a process of persuasion. The model includes five elements: a source of information, the sender (transmitter), bandwidth, receiver (receiver) and the final target (destination), located in a linear sequence. Later model censored to meet the needs of other areas of research related to other types of communication. The revised model included six components: the source encoder device, message, channel decoder and receiver [10, p.92].

Goals of communication services to some or other needs: survival, cooperation with others, personal needs, maintaining relations with others, persuading others to act or think in any way, exercise power over other people (and here is propaganda). Unions and union organizations into a single entity, receiving information and communication, awareness of the world and our experience in it (what we believe, what we think about themselves, relationships with others that are true) manifestation of the creative nature and imagination. Robert G. Burton Dimblbi and distribute

our needs into four groups: personal, social, economic and creative (artistic expression). Often to describe the human needs resulting pyramid-scheme, proposed by Abraham Maslow American psychologist.

At the present stage of development of intercultural communication research in the field focus on the behavior of people confronted with cultural differences in language determinable and consequences of these differences. The results of the studies were the description of cultural specificity in terms of language and interpretation of situational actions communicants. From the beginning, these studies have significant application value and used in numerous development for workshops (training) to promote cross-cultural sensitivity.

It is important to note the practical orientation of many fundamental researches: their results are intended for direct use in areas and occupations, by means of communication (it is called a professional communication). These includes education, socio-political activity, management, consulting (including medical), social work, journalism and more. Operating parameters to describe the impact of culture on human activity and society have been formulated in the works of anthropologist F.Klukhon and F. Shrodbek, linguist and anthropologist E. Hall, sociologist and psychologist G. Hofstede. F. Shrodbek and F. Klukhon noticed cultural differences in the systems of values, which in general is this picture of world culture. In this picture are such fundamental things as treatment of time in activities, to nature, understanding of the value of interpersonal relationships [6, p.391].

Intercultural communication is based on different motives, goals and objectives of its members. As the determinants of this type of communication may make the transfer or receipt of any information, encouraging partners to commit action, intention to change his views, the desire to provide emotional support. Depending on these factors is taken to provide several models of interpersonal communication. The most widespread linear model, which considers communication as an action in which the sender encodes ideas and feelings in a certain type of message and then sends it to the recipient using any channel (speech, written communication, etc.). If the message reached the recipient, overcoming all kinds of "noise" or interference, the communication is successful. This model draws attention to some important moments in the communication process. This influence of the channel through which a message is

received, the response of the recipient. Thus, a declaration of love when they met face to face will be interpreted differently than in a letter read or heard over the phone. Also, the linear model draws attention to the “noise” interference, distorting the message. These include both physical (crowded, noisy room) and psychological (they are related to physical or emotional condition of the person, preventing him to adequately perceive the message) interference. But this model has a drawback - it sees communication as a unidirectional process that goes from the sender to the recipient. Therefore, the model is suitable to describe written communication, media exposure, where the recipient is treated as an object of influence.

Another model of interpersonal communication is a transactional model. It represents communication as a process of simultaneous send and receive messages communicators. After all, at any given point in time we are able to receive and decode the message to another person, to respond to it, and at the same time, another person receives our message and responds to it. Thus, the act of communication can not be separated from the events that preceded and followed him. This model draws our attention to the fact that communication - a process in which people form relationships, constantly interacting with each other. This model is a much better description of the communication processes than linear.

There are also interactive, or a circular model of interpersonal communication. It is not simply the transfer of messages from the sender to the recipient, during which encodes the first and the second decodes the information. An important element of this model is the feedback. It's - response to the message recipient, which is expressed in the response message, the sender. The introduction of feedback demonstrates circular nature of communication: the sender and the recipient of the message sequence reversed. The circular model, like the linear, depicts communication as a series of discrete acts that have a beginning and an end, and a key figure in them is the sender of the message, since it depends on the reaction of the recipient's information. That is why they are considered obsolete compared to the transactional model. But to describe the processes of intercultural communication and understanding of the specificity of this circular is more suitable model, which we shall use in the future [11, p.370].

We consider this model in detail. It consists of the following elements: the sender (source) - coding - message - channel - decoding - the receiver - feedback. This process creates a variety of interference “noise” that

prevent effective communication. The effectiveness of communication is characterized by the fact that the transmitted information must be understood according to its original value. Therefore, communication - is not only a transfer but also an understanding of the information.

Based on the fact that cultures can be characterized by trends towards more high-or low-context message, you can use it as a parameter for comparison. In the standard framework for expressing low-context culture (Swiss, German, North American) media, which is necessary for correct interpretation of the message contained in the form most verbalized.

Utterance is in high-context cultures (China, Japan) often can not be understood on the basis of their own language signs contained in them. For their correct interpretation requires knowledge of context, not narrow, situational, but quite wide, and cultural. Therefore, the normal level of European consciousness Japanese conversation often is unsaid.

Japanese people often think that Europeans are too direct and tactless. Differences between high-context and low-context communication are shown particularly at so-called macro-discursive.

Intercultural study of discourse in general may have aimed to reveal culturally conditioned world view, which is behind the stories about the event or incident, the most memorable. [4, p.16].

The difference of individual experience is the basis of statements about the uniqueness of each communicative event, as well as the fundamental ambiguity of language that arises during the creation and interpretation of messages in the communication act.

Thus, intercultural communication formed the basis for integration of various humanities and their methods. The founders of the intercultural communication were representatives of various scientific fields: linguistics, anthropology, psychology, sociology, ethnology, folklore, etc. In the process of collaborative research, theory and practice of mixed areas of knowledge that gave the integrative nature of intercultural communication, which has always been her main. Communication is difficult, symbolic, personal and transactional process that allows participants to identify some of the participants of the external information, internal emotional state and the role of status in which they are respectively to each other.

Significant role in the process of interpersonal communication are not marked in the scheme, but a very important psychological and social characteristics of the act of communication. The psychological components

of communication act primarily involve communicative intent, intent and purpose, that is motivational aspect of communication. They determine that, and why the author wants to inform the recipient, as well as an understanding of communication, that is, the cognitive component.

The main aspects and objectives of communication. Communication can be viewed as a form of activity undertaken by people, which is manifested in the exchange of information, mutual influence, and understanding *vzaimoperezhivani*i partners. It describes communication as *dvuhstronnyuyu* human activity, which implies the relationship between them, empathy and sharing emotions. Communication can solve different problems: the exchange of information, an expression of people's attitudes to each other, mutual influence, sympathy and mutual understanding. This versatility allows the communication aspects of communication are the following:

- Information, in which communication is seen as a form of personal communication, exchange of information between communicants;
- An interactive where communication is analyzed as the interaction of individuals in the process of cooperation;
 - epistemological, when a person acts as subject and object of social and cultural knowledge;
 - axiological, involving the study of communication as a process of exchange of values;
 - regulation, identifying the place and role of communication in the regulatory behavior of individuals, as well as the transfer and consolidation of behaviors;
 - semiotic, in which communication serves as a specific sign system and as a mediator in the functioning of the various sign systems;
 - hands-on, where the communication process is seen as sharing the results of activities, skills, abilities and skills.

By entering into communion, that is, interacting with each other, people tend to pursue specific goals. The main purpose of communication typically include:

- exchange and transfer of information;
- formation of skills for successful sociocul-temperature activity;
- forming relationships to ourselves, to others, to society as a whole;
- exchange activities, innovative methods, tools, technologies;
- change in the motivation of behavior;

- exchange of emotions.

Substantive nature of the interaction is determined by the object of their people communicate. On the basis of this criterion to distinguish between such types of communication, such as interpersonal, business, professional, scientific, political, informational, intercultural, etc. Accordingly, methods of interaction depend directly on the goals pursued in the communication, the characteristics of its organization, the emotional state partners, and the level of their culture.

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