

21st CENTURY'S MEANS OF INTERCULTURAL COMMUNICATION

Елисеев Михаил Андреевич, студент I курса института агробиотехнологии, ФГБОУ ВО РГАУ–МСХА имени К. А. Тимирязева, e-mail: mishaa.eliseev@mail.ru

Научный руководитель – Гериева Елизавета Гурамовна, преподаватель кафедры иностранных и русского языков РГАУ–МСХА им. К. А. Тимирязева, e-mail: lizagerieva@yandex.ru

***Abstract.** The article examines the chronology of the development of means of intercultural communication, defines their meanings. Based on the survey, which acts as a practical part of the study, there were identified three of the most popular means of intercultural communication. The author also highlights the most important for each generation.*

***Ключевые слова:** intercultural communication, cultural exchange, means of intercultural communication.*

Development of intercultural communication means

Considering the chronology of the development of cultural exchange as a kind of social mechanism, we can mark the following features:

1) it has a single algorithm of operation, which is unchanged throughout its existence;

2) only the means of intercultural communication in the process of technology development have undergone transformation and formed new ways of exchanging cultural experience between people.

In this historical path, art is fundamental mean of intercultural exchange, because it did the most important work in this area and laid the basic mechanics, based on folk craft, the first books and paintings in the history of mankind.

On the scale of society, art is a special way of cognition and reflection of reality, one of the forms of artistic activity of public consciousness and part of spiritual culture, a diverse result of the creative activity of all generations. Work of art in a special way simulate specific fragments of life, through a sense of empathy make it possible to experience some life situations without experiencing them in their personal life – but, nevertheless, making it part of their life experience. As a result, a person is enriched culturally, learns previously unknown information that he can use already in his own life situations.

The beginning of printing in the 15th century marked the beginning of the general availability of information, which is a fundamental factor in the global cultural exchange.

It became possible for humanity to provide daily coverage of various events that took place not only in its narrow environment, but also directly on a larger scale.

It was this opportunity that for the first time lowered the barrier for cultural exchange and created the foundation for the globalization of society.

The invention of radio and television is not only a technological revolution, but also a cultural one. After all, allowing quick and easy communication of people around the planet, they have become a vast layer for a stormy cultural exchange in society.

The emergence of modern technologies, nowadays familiar to everyone (smartphone, laptop, etc.), reduced barrier for cultural exchange to a minimum. Now we can say for sure that the phone in the pocket of each person is not just a high-tech device, but also a connection with the whole world.

Summarizing all of the above, we can conclude that the development of intercultural communication means was primarily aimed at simplifying it, that is reducing the cultural barrier in society due to the general availability of information and its rapid dissemination throughout the planet. But this simplification has also increased the requirements for its use, nowadays it is not enough for a person to exchange using only sense organs, and he or she also has to have a number of practical skills, such as: knowledge of several languages, the ability to use various technologies and information hygiene.

Today's meaning of intercultural communication means

Today all actions in the field of intercultural exchange development are aimed at creating conditions where technology makes it possible to give a clear picture of the globalization of society, where life experience is common for everyone in its basis.

It is also worth highlighting the importance of knowledge of foreign languages in this matter, because today, knowing the language, a person expands the information range for himself, following which the barrier to the exchange of cultural and ethnic experience is also lowered.

Also, cultural exchange is aimed at promoting a sense of community among people, that is, the understanding that all people on our planet live relatively identical life situations. The difference lies only in the uniqueness of the environment of the cultural content.

Taking as an example, any means of intercultural communication can be distinguished by a pattern: they all create social situations. Sometimes they are metaphorical, foreign they are straightforward, but all this creates a picture of cultural exchange in society.

In the course of intercultural exchange, we expand our moral and ethical knowledge, which allows us to understand people from completely different cultures: how they would act in such a situation, what we do, and so on.)

The increase in the range of choices carries with it the possibility of acquiring various experiences in a natural way, that is, to receive information without any cost.

Do not forget that it is as a result of cultural exchange that a person lives an experience that cannot be lived within the framework of one life. By excluding all this means of cultural exchange from a person's life, everyone will receive the expe-

rience of only one human life. As a result, the possibility of the development of society is removed, and this will also lead to the degradation of society and deprive the individual of self-development.

Means of intercultural communications in numbers

To form picture of the influence of the cultural communication means on human life, I made a survey It consisted of questions affecting both the age of the participants and their opinions on the matter.

After conducting a survey and analyzing the results, we can say that the most popular means of intercultural communication is the entertainment industry, in second place are social networks and in the third place is television.

I also identified the most popular means of intercultural communication for each generation. The results of the survey are described in the table below.

Age group	Means of communication
14–18	<ul style="list-style-type: none"> • Social networks • Industry of entertainment
19–25	<ul style="list-style-type: none"> • Social networks • Industry of entertainment • Art • Literature
26–35	<ul style="list-style-type: none"> • Industry of entertainment • Social networks • Literature
36–49	<ul style="list-style-type: none"> • Television • Industry of entertainment • Social networks
60+	<ul style="list-style-type: none"> • Television • Literature

Figure 1

Conclusions

Today the topic of intercultural communication is very urgent, because it develops society and gives it the opportunity for self-improvement. Means of intercultural exchange are indispensable assistants which help a person to get a new cultural and ethnic experience and expand his horizons. With the development of technology, the means of communication will also change, but their great importance in our lives will be permanent.

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