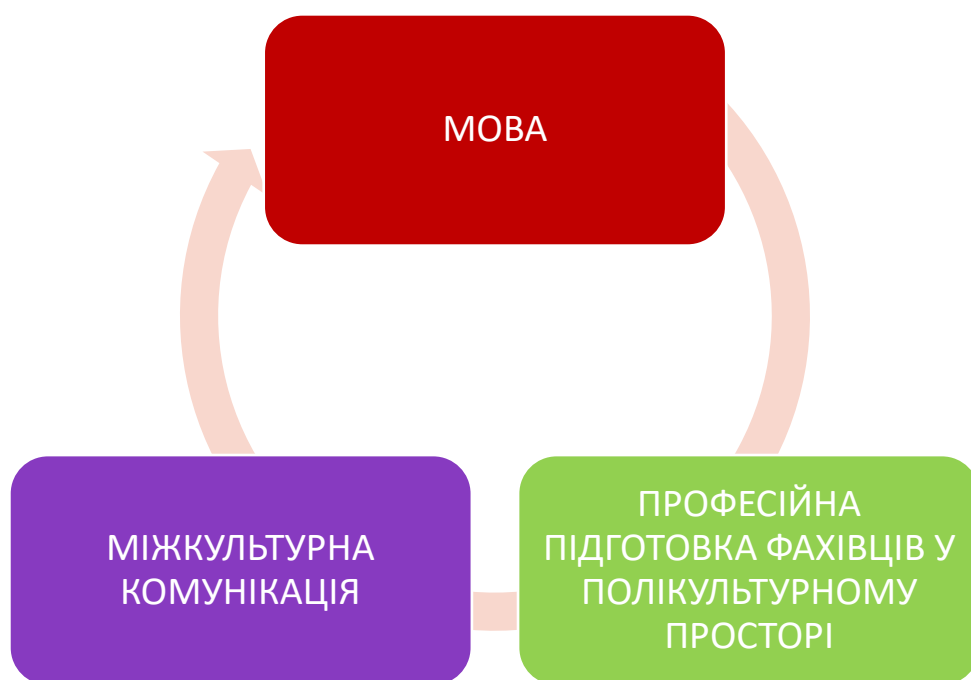


**АКТУАЛЬНІ ПРОБЛЕМИ ФІЛОЛОГІЇ І ПРОФЕСІЙНОЇ
ПІДГОТОВКИ ФАХІВЦІВ
У ПОЛІКУЛЬТУРНОМУ ПРОСТОРІ**



ХАРБІН – 2022

ОДЕСА – 2022

МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

Державний заклад

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THE ROLE OF PSYCHOLOGICAL FACTOR IN INTERCULTURAL COMMUNICATION

Keywords: *intercultural communication, national cultures, means of communication, psychological factor.*

It is well-known, that each nation has its own cultural traditions, customs and its own national character. Even neighboring peoples, such as the peoples of the former Soviet Union, had significant differences in language, customs and even religion.

Therefore, it is clear that the peoples of East and West may have many difficulties in communicating. These features are the most important, for example, in business communication. In America, you will not jeopardize the agreement if you do not shake hands with the most senior member of the delegation or simply slap him on the shoulder or back. But your deal could be thwarted if you do so in China, a country that is rapidly gaining business but is mysterious and incomprehensible. Therefore, national characteristics are very important because the values, customs, traditions that were learned in childhood and adolescence which depend on nationality and country of residence create serious problems in negotiations between people of different cultures. Our research is devoted to the peculiarities of intercultural communication between the peoples of East and West in the business sphere, as well as in the so-called psychological factor that arise in communication. These issues are considered in the works of G. Hrushevytska, S. Ter-Minasova, T. Kolbina, V. Kudashina, M. Heidegger and others. But despite a number of works on intercultural communication, there are still many issues that need detailed and comprehensive coverage, because the world is intercultural and the issue of dialogue with other peoples and cultures is always relevant.

Such methods as descriptive and comparative ones were used in the process of our research. The descriptive method was focused on general characteristics of intercultural communication peculiar to East and West nations. The comparative

method was aimed at identifying their distinctive features in international cooperation.

So, is it possible to understand other cultures at all? After all, even married people who have lived with each other for many years, and even they can not say for sure that they fully understand each other. And is it worth studying business and management at the best universities in the East if a person lives in the West and will apply their knowledge there? Will Western technology work in the East and vice versa? Some experts on international contacts believe that the intensity of business communication leads to the blurring of national borders. Globalization of information systems, development of international, political, economic and cultural ties contribute to the interpenetration of national styles of communication [1].

There are many problems with intercultural communication that arise from the difference between emotional and emotionless approaches to business. How to describe the concept of intercultural communication? What tools does it include – language, body language and exchange of ideas? Of course, communication is, first of all, the exchange of information, whether in words, thoughts or emotions. Culture is the cement of the building of social life, and values are the center of the spiritual life of society. It is culture that establishes what value is and it is accompanied by certain emotions, experiences, compassion. Emotions change the thresholds of perception, activate memory, and also serve as an additional means of communication. A person expresses emotions through his / her intonation, gestures, facial expressions, etc. If negative emotions mainly serve the self-preservation of an individual, offspring or group, whereas positive emotions contribute to their self-development in the process of mastering new areas of reality [6, p. 320].

Knowledge of the value orientations of the partner helps to avoid situations of misunderstanding, to predict his / her behavior, goals, desires, it ensures success in communicating with strangers [5, p. 45]. Although people's emotions are very different between cultures. If, for example, a French or a Spanish driver is involved in an accident, listening to his / her emotional speech, you may think that he / she is close to committing a violent act. Although he / she simply gives vent to his / her emotions, expecting to receive them in return from the other party. Norms of emotional coloring of language exist in every culture. And in France, they are much higher than, for example, in China or Japan, where people are characterized by emotional restraint. Americans, on the other hand, are very emotional people. This may be due to a large number of emigrants and the cultural customs they have brought to this large country. According to statistics, Americans move several times in their lives and meet new ones, neighbors are not a problem for them. In Asian countries, on the other hand, people make friends at an early age and try to keep them for life.

In Western culture, there are many means of communication, namely various forms of mass media, dialogues. Two computer programs that sales leaders around the world created in the West, were designed to support verbal communication. But people in the West get nervous when the dialogue stops talking. Each culture has different styles of discussion. For example, when two Englishmen speak, the second person begins to speak only after the first has finished his / her speech. Italians or Ukrainians often interrupt the interlocutor to show their interest in the conversation.

Of course, representatives of East and West look at the world differently because

they come from different cultures. Culture is something that is shared by all or almost all members of a social group, it is that the older generation of this group tries to convey to the younger and what shapes behavior and views of the world. There are many intercultural differences between all countries. There is this difference in intercultural communication. And if people from one culture want to succeed in dealing with people from another culture, this difference must be established and taken into account.

The human factor, which is also very important in the study of intercultural differences, must be taken into account. People who live in different countries have different values and different ways of communicating with each other. This should be kept in mind when communicating with other cultures. For example, Americans keep a distance of two steps from the interlocutor, thus trying to have their own space, while in Eastern countries, the interlocutors are quite close. In some countries, bribery is considered part of doing business, while in America it is a crime punishable by law. In the West, people have a fairly strict schedule of work and meetings, while in the East the attitude towards time is less strict.

Thus, we can conclude that intercultural communication involves mutual understanding of the participants in the communicative act, who belong to different national cultures. Attending various intercultural trainings, as well as the study of various literature (reference books, manuals) help to improve the professional level of the specialist and to overcome different psychological barriers which arise in the process of intercultural communication.

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