

UDK 93:316.4

**L. H. Storozhenko**

Candidate of Philology,  
Associate Professor of the Department of Documentation and Information  
State University of Telecommunications

## THE ROLE OF INTERCULTURAL BUSINESS COMMUNICATION IN THE PROFESSIONAL DEVELOPMENT OF SPECIALISTS OF INFORMATION AND DOCUMENTATION AREA

*The article examines the importance of intercultural business communication in the professional development of specialists in the field of information and documentation. The concepts of “culture”, “communication”, “intercultural communication” are considered. The attention is paid to the socio-cultural and linguistic competences of future specialists of the information-documentary sphere and the peculiarities of understanding the psychological and individual-personal characteristics of communicators.*

**Key words:** culture, communication, intercultural communication, specialist, information and communication sphere.

**Formulation of the problem.** Recently, humanitarian education of university students has been a key topic for discussion. The issue is actively discussed at the state level, in academic circles, at international educational events, etc. The gradual increase in interest in humanitarian education is due not only to the globalization processes in the world as a whole, but also to the role of humanitarian disciplines as a tool for the formation and development of a full-fledged personality.

Humanitarian disciplines today are not just part of the culture of a person receiving higher education at a university; it is also the key to the success of a future specialist. That is why the decision No. 1/9-120 of March 11, 2015 was adopted at the state level “On organizing the study of humanitarian disciplines”, which states that higher education institutions have the right to independently determine the forms and methods of teaching humanitarian subjects, and students can proposed a list of humanities for self-selection [1].

Over the past decades, Ukrainian teachers have been trying to adapt the structure and content of higher education, the quality of training of specialists and the educational process with European requirements. Accordingly, in the context of these changes, there is a reorientation of approaches to the formation of knowledge and skills of future specialists. One of the ways to modernize education in Ukraine is the transition to a competence-based intercultural learning paradigm, which is determined by the level of student readiness for further deve-

lopment and self-improvement. In this process, the priority is given to the timely mastery of each student by the totality of those or other competencies envisaged by the curricula of higher education.

This issue becomes especially acute and relevant in the formation of specialists in the information and communication sphere. Indeed, in the modern conditions of globalization, the integration of Ukraine into the world socio-economic and scientific and educational space, in the conditions of the active development of the information society as a whole, the preparation of students in the field of information activity occupies an important place in the system of national higher education.

Today, higher education is no longer just a means of learning ready-made knowledge, it becomes a source of becoming a new type of personality, a specialist who has not only the necessary professional, but also information and communication competencies, which leads to his ability to carry out professional activities, including in foreign language environment. The accession of Ukraine to the Bologna process creates new opportunities for the professional formation of future specialists, since the unification and internationalization of education implies academic and professional mobility of Ukrainian students and specialists. At the same time, the introduction of the Bologna model into the system of domestic higher education is accompanied by certain difficulties, in particular student mobility (training in European universities) and professional mobility of specialists is

limited, first of all, due to the problems of intercultural communication.

#### **Analysis of research and publications.**

Theoretical issues related to the problems of studying intercultural communication, students' language training, were investigated by: V. Antonov, A. Bondarenko, M. Bulygina, A. Vereshchagin, V. Vorobev, A. Golovko, A. Gurvich, T. Hrushevitska, S. Konnova, V. Kostomarov, G. Kitaygorodskaya, A. Savello, S. Ter-Minasova, etc.

The attention of scientists is focused on the linguodidactic principles of teaching the strategy of speech behavior, the formation of language communicative competence by types of speech activity, the variation of learning foreign language communication, etc. The interest of researchers is natural, since higher education is currently in a state of reforming, at the same time it requires the introduction of a number of innovations and the preservation of the best qualities of Russian higher education, its achievements and traditions, especially when the question concerns the specialists of the current information sphere.

The **purpose** of this article is to determine the role of intercultural communication in the professional development of information professionals.

#### **The presentation of the main material.**

The concept of intercultural (multicultural, intercultural, cross-cultural) communication today does not have a precise definition, which creates prerequisites for the synthesis of the concepts of "culture" and "communication".

By culture, we understand a particular sphere and form of activity, which has its content, structure, and affects all spheres of human activity. Culture creates a way of communication through which a society is formed with its internal structure and identity, which distinguishes this society from others.

On the other hand, culture determines the level of vital activity and human behavior in society. Based on this, culture is a unique social sphere and form of activity, which has its own laws of existence and development, determined by the specificity of dominant value orientations, which determine the strategy of communicative behavior in professionally significant situations in the interaction of people both within one culture and between cultures.

Under communication, we consider the universal realities of human existence, the specific type and necessary condition for its activity, the totality of connections and interactions of individuals, groups, communities, during which information, experience, skills, skills and results are exchanged.

The concept of intercultural communication broadly covers all forms of communication between people, including professional communication. In connection with the constant growth and expansion of intercultural contacts, the demands placed on specialists of various profiles in the field of intercultural business communication skills increase. In this regard, the formation of a certain level of intercultural competence among students of information and communication specialties becomes an urgent task. Modern specialists should be ready for direct communication with colleagues belonging to other cultures. The main purpose of intercultural communication should not only be to establish contact with a foreign language partner, but also to achieve mutual understanding between foreign cultural communicators in the process of their direct or indirect communication.

As mentioned earlier, the key concepts in intercultural communication are sociocultural and linguistic competencies. Socio-cultural competence implies knowledge of the national-cultural characteristics of social and speech behavior of native speakers, their customs, social stereotypes, history and culture of the country. Linguistic competence implies the existence of certain linguistic knowledge and skills to use them.

In the process of intercultural contacts, there is a huge difference between how the same values are perceived by representatives of different cultures. According to L. Kulikova, "language does not exist outside of culture, in which we are all in captivity. Therefore, the source or immediate cause of most conflicts in intercultural communication is, as many researchers believe, the culture itself with its inherent national-specific way of life" [2, p. 5].

Indeed, the socio-cultural component is one of the key in communication between representatives of different countries, different nations and, accordingly, speakers of different languages. Each person, as well as the people as a whole, has a set of stable ideas about other people, nations, states, as well as certain social values and stereotypes. When people with such different values come into communication, misunderstandings can arise.

It is possible to eliminate situations of misunderstanding and achieve positive results in intercultural communication only with the help of knowledge of the national-cultural characteristics of the partner country. It helps to predict and explain the behavior, goals, and aspirations of communicants and ultimately ensures success in communicating even with strangers.

Within the framework of professional intercultural communication, future specialists in the information sphere of activity should be ready to overcome the «cultural barriers», which consist in the fact that the social, political, information and cultural spheres of each country have their own characteristics. And although there are common basic concepts and terms common to all countries, one should always keep in mind the national-cultural and linguistic peculiarities of a particular sphere, take into account terminological and stylistic specifics.

For example, when translating a document from English it is necessary to remember that the correctness of the selection and use of terms depends on the country. Thus, the position of “Foreign Secretary” is literally translated as Minister of Foreign Affairs, but the corresponding minister in the UK is called Secretary for Foreign and Commonwealth Office, in Canada – Minister for External Affairs, and in the US – State Secretary.

Of course, knowledge of a foreign language is one of the most important conditions for effective intercultural business communication. The social order for information technology professionals who can successfully carry out intercultural business contacts is constantly growing.

The main objects of translation are legal acts, international treaties, agreements, management documents, etc. All these documents have differences in different countries. In addition, the texts of such documents are compiled in accordance with strict requirements – from the linguistic and semantic points of view.

Among the distinctive features of professional communication in the field of documentation, can be called the presence of a given structure of the document, the complexity of the syntactic structures, the presence of specific terms and language turns. For example, the following documents are typical for English-language documents: here (“in this document”), hereinafter (“hereinafter in the text”), whereby (“in accordance with which”), is hereby communicated to the public, to whom it may concern (“for provision at the place of demand”), etc. Options for translating data and similar expressions are robust, and if they are not known to a specialist, intercultural business communication cannot be successful.

One of the most difficult moments in the intercultural business communication of information-documentation specialists is the correct understanding and use of terms. Inaccuracy of the terminology used can lead to incorrect or improper interpretation of documents. The situation is complicated by

the fact that some words and expressions have terminological meanings that may differ from their usual meaning.

In addition, intercultural professional communication is impossible without the ability to establish and develop business contacts. Successful intercultural professional communication involves adequate communicative behavior of partners at three levels: perceptual (in the process of mutual understanding), communicative (in the process of establishing mutual understanding) and interactive (in the process of establishing mutual relations of professional cooperation) [3, p. 15]. Therefore, for the successful implementation of professional intercultural business communication based on mutual understanding and dialogue, along with linguistic and sociocultural knowledge, factors such as the ability to establish contact and adequately interpret and accept the position of business partners play an important role. The psychological and individual-personal characteristics of communicants also have a certain value.

**Findings.** Thus, effective intercultural professional communication involves not only a certain level of language competence, but also knowledge of the linguistic sociological and cultural characteristics of partners, the study of their values and readiness to adapt to their culture. Therefore, the training of future specialists in the information and documentary sphere of intercultural professional communication should be based on a holistic concept, including the formation of linguistic and sociocultural competence, as well as the development of the individual’s ethno cultural susceptibility, his tolerance for manifestations of a different culture and mentality, and the ability to correctly interpret specific manifestations of communicative behavior in various ethnic cultures.

#### References:

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**Стороженко Л. Г. Роль міжкультурної ділової комунікації в професійному становленні фахівців інформаційно-документаційної сфери**

*У статті досліджується значення міжкультурної ділової комунікації у професійному становленні фахівців інформаційно-документаційної сфери діяльності. Розглядаються поняття «культура», «комунікація», «міжкультурна комунікація». Акцентується увага на соціокультурній та лінгвістичній компетенціях майбутніх фахівців інформаційно-документаційної сфери та особливостях розуміння психологічних та індивідуально-особистісних характеристик комунікантів.*

**Ключові слова:** культура, комунікація, міжкультурна комунікація, фахівець, інформаційно-комунікаційна сфера.

**Стороженко Л. Г. Роль межкультурной деловой коммуникации в профессиональном становлении специалистов информационно-документационной сферы**

*В статье исследуется значение межкультурной деловой коммуникации в профессиональном становлении специалистов информационно-документационной сферы деятельности. Рассматриваются понятия «культура», «коммуникация», «межкультурная коммуникация». Акцентируется внимание на социокультурной и лингвистической компетенциях будущих специалистов информационно-документационной сферы и особенностях понимания психологических и индивидуально-личностных характеристик коммуникантов.*

**Ключевые слова:** культура, коммуникация, межкультурная коммуникация, специалист, информационно-коммуникационная сфера.