

INTERCULTURAL COMMUNICATION AND ENGLISH IN THE PROCESS OF GLOBALIZATION

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The article deals with the main problem concepts of "communication" and "intercultural communication" in connection with the intensive introduction of the English language in the process of international communication. Approaches to the definition of "globalization" are analyzed. The article draws attention to the factors that elevate the English language to the international status, and focuses on the role of the international English language in the process of intercultural communication.

Considering the role of the English language in intercultural communication in the globalizing world, it is necessary to pay attention to the key concepts "communication", "intercultural communication", "globalization".

Communication – the mechanism by which it becomes possible the existence and development of human relations – all the symbols of the mind, together with the ways of their transmission in space and preservation in time (Charles Horton Cooley). Also, the term "communication" means "the transfer of information from person to person, a specific form of interaction between people in the process of their cognitive-labor activity mainly with the help of the language" [1, p. 220].

Currently, the situations of intercultural communication are of particular importance. **Intercultural communication** is a stable mutual understanding of the subjects of communicative activity belonging to different ethnic groups, which is characterized by their interaction, as well as patience and desire for international consciousness in different areas of social life. Delving into the definition of intercultural communication and the works of the famous American anthropologist and researcher Edward Hall with the scientist Trager George Leonard at the Institute of Foreign Service Institute, we can distinguish three types of intercultural communication and communicative process:

1. Verbal intercultural communication;
2. Non-verbal intercultural communication;
3. Paraverbal intercultural communication [2, p. 44].

At the same time, it should be noted that there are different approaches to the definition of "globalization". We can agree with the Russian researcher V.V. Shcheglov, who believes that the universalism of globalization is often underestimated in scientific works. Within the framework of this article **globalization** is considered as an objective process of convergence, internationalization, interdependence in all spheres of life of the countries and peoples of our planet [3, p. 160-161].

In the intercultural communication, the process of globalization provides for the creation and functioning of a mechanism for the global interaction of various cultures. This process of globalization has brought intercultural communication to a whole new, more advanced level of its interpretation.

In intercultural communication language is the main means of information transmission. The German scientist W. von Humboldt wrote: "Language is a world that lies between the world of external phenomena and the inner world of man, which is unique powerful repeater of culture" [4, p. 160]. A satisfactory process of intercultural communication, processing and interpretation of information by individuals requires a language used for communication by a significant number of people around the world. To refer to this concept is also used the term "language of world importance", or as it is commonly called – the international language [5, p. 14].

Languages that are considered international, have the following characteristics:

- The language of the native is determined and fixed in a large number of individuals;
- In the process of communication, the language is spoken in many countries and on several continents and is defined in different cultural circles;
- This language is used as an official language by international organizations, international conferences and large international companies;
- According to the British philologist David Crystal, the language acquires the status of international and global only if it plays a special role recognized and quoted in each country [6, p. 173].

In the last decade as a result of world globalization and integration, we can observe the rapid growth of intercultural contacts, for example, the diversity of situations of intercultural communication – educational process, tourism, integration and cooperation of foreign corporations, internships, conference, company, exchange, etc. Hence the study of, immersion and knowledge of foreign languages is an important communicative component in the process of intercultural act and is vital for successful adaptation in an intercultural social space.

The scale of modern globalization and its ensuing consequences are an absolutely unique phenomenon and its development is directly related to the intensification of intercultural communications, covering the whole world and transforming it into a single communicative space [7, p. 308].

At the moment, in the world of social relations there is a situation in which the most likely hypothesis is about the integration, implementation and widespread in the international communication of the natural language – English, which in our reality is recognized as the "universal language of communication of our time" (Merryl win Davies, Ziauddin Sardar) or "lingua franca" (language or dialect, systematically used for communication between people whose native languages are other languages) [8, p. 115].

Consider the objective reasons for the formation of the English language at the international level. Firstly, the impact and widespread use of the language is directly related to the historical factor of development, globalization and heritage. One of the good reasons – the domination of Great Britain (in the XIX century) and the United States (in the XIX - XXI centuries) on the world stage, as well as the colonial policy of Great Britain, especially the colonization of North America and Australia; their conquest of different lands and, as a consequence, distribution and integration of the British and Americans of its traditions, culture, way of life. Secondly, we must remember an active promotion of the English language after the Second world war. A significant impact on the process of acquiring the status of the international English language has had an economic factor. The United States of America and the United Kingdom are recognized world financial centers with a large percentage of the concentration of business life of the largest companies and international financial organizations. For example, London Stock Exchange – the largest financial institution, which accounts for about fifty percent of international stock trading. About sixty countries are integrated into this process and, as we can assume, English is recognized as an official language in the process of their interaction [6, p. 201].

It should also be noted that the United States of America and the United Kingdom from the early stages purposefully led language policy towards globalization, including the market. The key factors of this policy are the creation of the Internet and computers. These means of instantaneous dissemination of information have greatly contributed to the globalization of the English language.

A significant reason for the formation of the international English language was the so-called "americanization" – a process in which the United States of America were known around the world and the degree of influence of the United States on mass culture, business models, language and policies of other countries was extremely high.

In addition to all of the above, English uses Latin script, which is the most common in the world.

Today, English has a number of characteristics of the international language. If we take as a basis the concept of the scientist and researcher A. Karasev, the main postulate of his conclusions was the origin and further functioning of a new linguistic phenomenon, which involves not only the introduction in various fields, such as media, advertising, film industry, music, tourism, international business and security, but also the prevailing use of English or anglicisms in these areas now [9, p. 81].

Consider the role of the international English language in the process of intercultural communication and globalization on several important examples:

1) English is the official language of international symposia, conferences, meetings, business negotiations. It bears the "label" of the language of the international communication.

2) Looking at English through the prism of business communications, we see that its role in international and multinational corporations is very high. An example is a foreign company (Porsche), where the staff communicate in English.

3) About 71.4 % of international communication takes place through the exchange of information in English (mail, telegrams, messengers, messages).

4) The total share of content analysis of the global Internet shows that about 85% of the information on various resources is in English.

5) English is the most widely spoken and widely known foreign language in schools. The most prestigious universities in the world are English-speaking.

6) Major TV companies around the world broadcast in English (NBC, CBS, BBC, ABC). Thus they also popularize the role of English in intercultural communication. After all, awareness of information in our century

is one of the main components. English is the language of communication in countries where people speak several languages [10].

Therefore, in modern social realities, the English language takes its confident position. English has become a truly global language of intercultural communication. The increasing presence of the English language in the processes of globalization, communication and all kinds of intercultural acts will be key and positively dynamic.

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