

**T. Snitsa,**  
senior lecturer,  
National Academy of State Border Guard Service of Ukraine  
named after Bohdan Khmelnytsky  
(Khmelnitsky)

## **INTERCULTURAL COMMUNICATION AS A SOCIAL PHENOMENON**

Intercultural communication is the communication that occurs in conditions so different from the cultural traditions due to the communicative competence of its members that these differences significantly affect the success or failure of the communicative event. Communicative competence is defined as using symbolic knowledge systems and their functioning rules and also principles of communicative interaction that are used during communication. Intercultural communication is characterized by the fact that the participants of the direct contact use special language options and discursive strategies that differ from those they use to communicate within their own culture. Sometimes intercultural communication is called cross-cultural, because it describes the phenomenon of cross, mutual communication of different cultures' representatives.

Intercultural communication as a social phenomenon was directly caused by the practical needs of the postwar world. Such a need arose as a result of rapid economic development of many countries and regions, revolutionary changes in technology and manufacturing processes. As a result, the world has become much smaller in size - density and intensity of prolonged contact between people of different cultures have increased significantly and steadily continued to increase. As T. Hrushevytska, V. Popkov, A. Sadohin pointed, science, art and tourism became the important areas of professional and social cross-cultural communication, besides the economy.

Formation of intercultural communication at first was caused only by selfish interests of American businessmen and politicians. After World War II the sphere of influence of American policy, economy and culture in the world was actively spreading. Collaboration of different cultures sometimes led to conflict and abuse, and even perfect knowledge of foreign languages did not help to solve complex problems and misunderstandings abroad. Gradually there was an urgent need to study not only a foreign language, but foreign culture, customs, traditions, norms of behavior.

The date of birth of intercultural communication is considered to be 1954, when the book by E. Hall D. Granger "Culture as communication" was published. In this book the authors proposed for widespread use the term "intercultural communication" for the first time. After the basic terms and ideas of intercultural communication were proved and investigated in detail in the famous E. Hall's work "Silent Language", where the author proved close relationship of language, communication and culture. In developing his ideas about the relationship of culture and communication, E. Hall reached the conclusion to the study of culture.

Communication is undoubtedly one of the ways and conditions of our existence, and intercultural communication has become an essential requirement for the efficient and proper co-existence of many different people on the same planet. Especially it is necessary today, when people become more mobile, have sufficient flexibility to respond to the important knowledge that leads to mutual socio-cultural nations.