

INTERCULTURAL COMMUNICATION AND ITS STYLES

Introduction. One of the most important components of human life is communication. In a broad sense, this concept covers much more than just the exchange of information between people. It includes channels of information transmission and reception, where machines, devices, artificial intelligence, computer networks and programs, cultural signs, etc. are involved. The success of intercultural communication is determined not only by language proficiency. Language is only a necessary prerequisite for communication. The sense of style, the general mood of communication, which is inherent in a certain culture, is important. A key feature of intercultural communication is its interdisciplinary nature, which makes it necessary to consider many related fields, the main ones being linguistics, cultural studies, and social psychology.

The purpose of the study is to analyze the concept of intercultural communication, main intercultural communication styles.

The term «intercultural communication» refers to the exchange of knowledge, ideas, thoughts, concepts and emotions between people from different cultures [2, p. 120].

The task of intercultural communication is the formation of intercultural competence, necessary knowledge about different peoples and cultures in order to avoid interethnic and intercultural conflicts and establish comfortable conditions of communication in various spheres and life situations [3].

To better understand what intercultural communication is, one should understand such concepts as culture and communication. According to an outstanding English ethnographer, one of the founders of anthropology, Edward Taylor, culture is a complex that includes knowledge, beliefs, art, morals, laws, customs, as well as other abilities and skills acquired by a person as a member of society.

No culture exists in isolation. Communication is the most important part of human life, which means it is also a part of culture. Emphasizing their importance, many researchers equate culture with communication.

Thus, communication is a key factor in the existence of a society, since there is no society without communication. Communication is the process that ensures the formation of society. A communicative process is an interaction between different subjects of communication, during which information is exchanged. It includes a dynamic change in the stages of formation, transmission, reception, decoding and use of information in both directions during the interaction of communicators.

Each person has his own style of communication, which gives a completely recognizable, characteristic imprint on his behaviour and communication in any situation. The communication style reflects the peculiarities of a person's communication, which characterize his general approach to building interaction with other people. Communication style, according to scientists, depends both on individual characteristics and personality traits of people, as well as on life history, attitude towards people, generally accepted norms of communication in a given culture, etc. The importance of communication style in communication is that it helps understand various situations, forms attitudes towards communication partners, and chooses methods of solving problems [3].

In this case, the term «style» is not related to the language, but to the person himself, and more broadly, to a certain human (national or ethnic) community that uses an established and understandable arsenal of verbal and non-verbal communication in its environment.

Let us consider the most important varieties of the so-called intercultural styles of communication, which are determined not just by the manner of communication, but actually by national and ethnic differences.

The theory of communicative styles was developed by the American scientific school of William B. Gudykunst in the 20th century. This theory is

based on the belonging of communication participants to certain cultural contexts and types of cultures. According to V. Gudykunst, there are four groups (classes) of verbal communication styles [1]:

- direct and indirect;
- elaborate and restricted;
- personal and contextual;
- instrumental and affective.

The direct style is related to the expression of a person's true intentions.

The indirect style allows you to hide the desires and needs of a person in communication. It is characterized by the indirect expression of thought, which is formulated mainly by hints, actively using non-verbal means of communication.

The elaborate style involves the use of rich, expressive language in communication. It is characterised by vivid imagery, metaphorical language, eloquence, which is a sign of respect for the interlocutor and the communication process itself.

The restricted style, which involves managing the situation with the help of pauses and interruptions, allows you not to offend your interlocutor, without losing your own face at the same time.

The personal style is an attribute of individualistic cultures, where even at the language level, the role of the individual, not the collective, is strengthened. Therefore, its determining factor is not the social status in society, not the material situation and age of a person, but his personal qualities.

The contextual style of communication, on the contrary, brings to the fore the position of a person in the team according to his social and age status, his influence, authority, prominence among others.

The instrumental style of communication is directly focused on the speaker as an instrument, on which the success of communication depends. Precise and convincing language formulations are the most important here.

The affective style, on the other hand, is focused on the communication process itself and on creating an appropriate emotional background, which should serve as a guarantee of trusting and harmonious relations between interlocutors. This style requires the speaker to be very attentive to the listener, compromise, careful in the choice of words.

Conclusion. Therefore, it can be concluded that representatives of different national cultures perceive communication tasks in different ways and read messages differently when communicating. By following the basic rules of communication, it is possible to prevent many situational misunderstandings on the basis of international differences. Effective intercultural communication requires knowledge and the ability to use all its components. Among these components, an important place belongs to the style of verbal communication. It is an individual, stable form of human communicative behaviour that manifests itself in any conditions of interaction, in any situation.

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