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Anastasiia Yuriv

**INTERCULTURAL COMMUNICATION AND BILINGUALISM
AS KEY QUESTIONS IN PSYCHOLINGUISTICS OF THE
21ST CENTURY**

The purpose of this article is to explain the main aspects, problems and controversial issues of intercultural communication and bilingualism, providing a general overview of the methods, approaches and hidden meaning of these terms. The article also aims to reveal the importance of knowledge of two or more languages, living in different countries. It finds close connections between intercultural communication and bilingualism. Used literature helps to clearly identify all perspectives in developing intercultural contacts and understanding.

Keywords: intercultural communication, bilingualism, perspectives, intercultural contacts, languages and understanding.

This text presents the most significant problems of intercultural communication, answering the questions, why traditions differ in many ways and if it is possible to overcome the language barrier in the process of accepting other cultures traditions. A global progress allows people to travel and discover new “worlds”, countries, languages, traditions and life, at all. The role of culture has changed and caused so-called revolution in understanding between people from different cultures. The Internet and websites play not the last role in it. The result of enlarged intercultural communication is that the problems appear on linguistic, cultural level.

Foreigners have to be familiar with other cultural aspects in order to be accepted. Viewing cultures in this way would improve people’s acceptance of different languages and its manifestation in cultural communication.

Many people are convinced that their mother tongue is the only one and unique. It is observed that many countries maintain the system, when there are two official languages. It is acceptable to choose one, which is better for every citizen. As a consequence, this approach leads to setting up strong relationships between people.

Examining the phenomenon of bilingualism and its role in intercultural communication, we can state that international communication and bilingualism were always connected, but experiments and researchers can prove this cohesion from a scientific point of view.

Various authors have studied these issues [Gudykust, W. B., Linde, V. D., Hall.E.T., Leonardi P.M.]. The article combines their views and represents the main idea, based on opposite thoughts and theories. Communication plays a leading role in exchanging information and understanding between nations and countries. Further discussions prove the facts.

All spheres of life are affected by intercultural communication and interaction. Intercultural communication is a situated communication between individuals or groups of different linguistic and cultural origins [1]. The basic topics include: concepts of intercultural communication, change agency, orientation and personal leadership, culture in organizational context, leadership and adult learning and the process of change. Intercultural communication is unavoidable. It is impossible and unnecessary to live aloof. No one can name the field of life, which can function without the help of intercultural specialists: political system, medicine, education, sport, celebrity life and others. All psychologists recommend making contacts with people from different places. What is meant is, that a perfect way to expand person's horizon. Studies prove the necessity of being spiritually ready to accept other countries' traditions and peculiarities [2]. The articles describe terrifying situations, based on rejection of another country's traditions and cultural values.

The question of bilingualism is becoming more discussed and essential. It can be explained as the regular use of two languages, and bilinguals are those people who use two or more languages. Bilingualism is the coexistence of more than one language system within an individual [3]. Modern Psycholinguistics determines strong connections between these two notions. Advances in social media and technology have rendered new tools to study bilingualism in a more naturalistic setting. At the same time, these developments have posed new practical challenges in such areas as language acquisition, language identities, language attitudes, language education, language endangerment and loss, and language rights. From the first sight many people do not notice any problems. Despite the difficulty involved in formulating the nations with rational thinking, every third knows at least two languages. It is not a problem or something unusual in the time of total development.

Bilingualism helps to keep up with the modern world. People are obliged to speak two or three languages because of various factors: international business, marriages between people from different ethnic linguistic backgrounds, urbanization, hectic style of life and immensely high demands from an ordinary person. Majority support it and try to not fall behind. In the meantime, a lot of people are proud of being -bi,-multi

lingual. In light of the current situation, every country offers wider range of opportunities and changes to ambitious personalities. Cultural power relations play an important role in the globalization. Those, who are in power, eager to maintain close contacts between countries and in order to do this successfully, wise and smart specialists, in different spheres of life, are required everywhere. Thus, the knowledge of two or more languages is obligatory.

Nevertheless, many foreigners face difficulties after moving to another country. The question is to be a patriot and still think in your mother tongue or accept all cultural aspects, from language to the everyday habits, of other nation. There is no one right answer. On the other hand, bilingualists, who are made to move to other places of residence, almost always deal with problems on personal and business backgrounds. People argue on the topic why things, which have to join us on the spiritual level, just cause troubles.

The importance and advantages of knowing more than one language is well-known and obvious. Executives, youth and scientists realize this necessity more than other people. However, what about the kind of bilingualism, which is artificially created due to the reason of living in the other country?

Foreigners have to adapt and learn the mother tongue of local population. People face enormous quantity of problems, beginning from the difficulty of correct pronunciation and ending with establishment of all kinds of relationship. It is a lengthy process of mastering the art of communicating with people, using another language. Some people yet cannot cope with it.

Knowing more than one language means to help people with different views on ways of living, to speak freely without limitation. In the meantime, there are more struggles, in finding common ground, than getting better communication on cultural level. What about highlighting the main hardship, it is essential to mention the aspect of forgetting native language and some peculiarities in making families abroad. The process of gradual erasure of a native language is unavoidable, while living in a foreign country. This factor makes an impact on the cohesion between family members. Their relations become weaker every year.

One more serious problem concerns children, who are born from two foreigners (or when one parent is foreigner). The child learns only one language from the childhood. It is unnecessary to talk about relationships between baby and grandparents. Some families have to live in a country, which is alien to both of them. In this case, language barrier is always obvious and causes misunderstanding.

Being bilingual does not obligatory solve all cultural issues. When people could speak freely, without any limits, there the following problems arise. For example, in 2002 scientists decided to explore perceptions of intercultural interaction. 15 American students had to talk with other young people from some countries. The result was striking and shocking in the same time. Both sides could not find the mutual topics and express their attitude. Communication has to be effective, despite external factors. Traditions, cultures and historical background do not allow us to be aware of all intercultural aspects in different countries. However, living in a modern society people need to know the basic themes, which can be understandable and spoken everywhere (always smiling and sincere Americans can talk with closed and alienated Chinese)[Buttery, A., & Leung, T. K. (1998). The difference between Chinese and Western negotiations. *European Journal of Marketing*, 32, 379–389. Sebenius, J. K. (2002). The Hidden Challenge of Cross-Border Negotiations. *Harvard Business Review*, 80, 76–85.].

There exist three main obstacles, which are in hindrance to communicate effectively with pleasure. To have a balanced view of the issue, it is necessary to regard obstacles in intercultural communication either being bilingual or just coming into contact with another culture.

The authorities maintain the distance between their country and others. For this reason, some political systems just slow down the progress and development. In countries with high power distance people cannot express their opinions concerning the issues of cultural processes; immigrants have no rights and sometimes are obliged to use only national language. Regarding low-distance countries, they show respect to other nations. According to numerous surveys, there is an evident tendency, that powerful politicians, who allow all people to make the contribution to the country's development, make better life conditions for immigrants and, generally, get cultural progress.

Nowadays our society is still divided into two worlds. The first one is where people are disturbed just by the problems of the whole group. They try to solve group's problems and achieve the common goal. They place considerable emphasis on the importance of team spirit, which helps to keep ancient traditions but keep from something new and innovative. This kind of perception also does not allow generation to perceive other languages, which are even a little bit different. All their values have to be the same (physical condition, habits, system of education, priorities in life etc).

Individualistic countries support every person. The role of humans is regarded as individuality with unique views and cultural level. It is done in order to understand equivalence between the languages and importance of

cultures. They appreciate time, freedom, originality and uniqueness. It is much easier to become “the native”, living in such environment. The bilingualism and eagerness to discover new cultures are necessary and acceptable.

Bilingualism is supposed to make people closer, bring cultures together, but it does not solve cultural problems. This also applies to the possibility of learning the meanings of cultural interaction on the basis of transactions between different cultural worlds, symbolic systems, individual and collective cultures with the help of languages. People should familiarize themselves with cultural issues, type of culture, general traditions and values before coming into contact.

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Анастасія Юрив

**МІЖКУЛЬТУРНЕ СПІЛКУВАННЯ ТА ДВОМОВНІСТЬ ЯК
КЛЮЧОВІ ПИТАННЯ В ПСИХОЛІНГВІСТИЦІ ХХІ
СТОЛІТТЯ**

Мета цієї статті - пояснити основні аспекти, проблеми та суперечливі питання, які стосуються міжкультурної комунікації та двомовності, надаючи загальний огляд методів, підходів та невідомого раніше значення цих термінів. Стаття також спрямована на виявлення значимості володіння двома або більше мовами для людей, які живуть у різних країнах. Особливу увагу було звернуто на тісний зв'язок між міжкультурною комунікацією та двомовністю. Використана література допомагає чітко визначити всі перспективи розвитку міжкультурних контактів та взаєморозуміння.

Ключові слова: міжкультурна комунікація, двомовність, перспективи, міжкультурні контакти, мови та розуміння.