

Understanding Intercultural Communication as a Condition for Sustainable Development

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ABSTRACT:

Intercultural communication plays a significant role in promoting the principles of sustainable development by fostering global interactions, resolving conflicts, and facilitating cultural exchange. In this study, diverse aspects of intercultural communication are investigated, with the highlight of its significance in shaping fresh social dynamics across various cultural landscapes. The phenomenon of 'communicative space' is depicted as a vibrant arena where individuals from different cultures share their perspectives, influencing both the potential for interaction and the obstacles to cross-cultural understanding. Language, as the socio-cultural space of speech activity, plays a central role in facilitating communication, alongside strategic communication practices tailored to intercultural contexts. Additionally, the study highlights the significance of sustainable development goals in guiding the formulation of practical communication models, with an emphasis on preserving cultural diversity as a key aspect. Insights from a survey examining the relationship between sustainable values and interpersonal communication are integrated, offering practical implications for promoting effective intercultural dialogue. In conclusion, this research contributes theoretical insights and pragmatic strategies to advance intercultural communication for sustainable development, underscoring the imperative of cultural diversity preservation on a global scale.

Keywords: intercultural communication, interpersonal communication, sustainable development, cultural context, communicative space, language strategies, sustainable value perception, global communication dynamics

1. Introduction

Intercultural communication within the discourse of sustainable development is portrayed as a fluid equilibrium among diverse cultures. Intercultural communication, merging culture and communication, forms a cornerstone of human interaction.

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Understanding these concepts is vital for analyzing intercultural interactions effectively. It entails engagements among people from diverse cultural backgrounds, each bringing their own languages, values, customs, and norms. In this dynamic interplay, individuals' behavior is influenced by their socio-cultural and linguistic affiliations. Throughout communication, each participant assumes multifaceted roles: as an autonomous entity, as a representative of a social cohort, as a constituent of a particular cultural paradigm, and as a member of the global human community. Concurrently, we inhabit diverse cultural spheres entrenched within various strata of cultural interrelations.

Contemporary researchers approach the concept of culture with a fundamentally distinct perspective compared to earlier epochs. From our standpoint, the era of culture spans the entirety of human history. Nonetheless, the formal delineation and scholarly scrutiny of the concept of culture, as encapsulated by the term 'culture' itself, only crystallized in twentieth-century scientific inquiry. In preceding epochs, individuals inhabited a 'state of culture' without necessitating its explicit examination or theoretical elucidation. The utilization of the term 'culture' was less frequent and precise compared to contemporary parlance. Culture, as a phenomenon, has perennially pervaded all epochs of human progression, yet it remained peripheral to focused discourse until recent times. In instances where discussions regarding culture did arise, they assumed markedly different characteristics compared to contemporary dialogues. For instance, the dichotomy between 'culture' and 'barbarism' in classical antiquity or Rousseau's notion of regression from civilization to nature held distinct justifications. This prompts an initial exploration into the definition of culture.

The communicative paradigm shift in twentieth-century philosophy, being coupled with the rejection of a monolithic, linear trajectory of societal evolution, has engendered a perception of culture as an amalgamation of coexisting and divergent cultural paradigms – a polycentric diversity. Culture is no longer solely construed as a prescribed mode of existence or a static template; rather, it emerges as a distinct reality housing a myriad of unique historical agents – individuals, groups, communities, nations, and civilizations – across various scales. Consequently, culture is delineated as the specific human modality of existence in the world, encapsulating societal material and spiritual accomplishments, values, and human relationships with oneself, others, and the natural environment. Proficiency in culture serves as the bedrock for fostering a sense of communal identity, engendering allegiance to shared social groups, nations, or religions within a society. Thus, culture serves as a unifying force, fostering cohesion and societal integrity. However, while culture may unite some, it may also engender opposition among others, potentially precipitating alienation, misunderstanding, and cultural discord.

Our research attempts to elucidate cultural instruments' functional utility in fostering intercultural harmony, facilitating the harmonious coexistence and solidarity among diverse cultural cohorts within the global milieu.

The field of communication studies, rooted in both philosophical and sociological traditions, encompasses a spectrum of divergent perspectives and methodologies, a diversity mirrored in our articles and projects (Kolinko, 2019a; Kolinko, 2019b; Kolinko et al., 2023). Philosophical discourse has witnessed a notable reorientation from classical frameworks of the 'philosophy of consciousness' to the 'philosophy of communication'. This communicative turn epitomizes a socio-cultural and theoretical inclination towards

foregrounding communication, comprehending the dynamics of language, semantics, and communication's pivotal role in shaping social structures and media landscapes.

Contemporary dictionaries commonly define communication as the exchange or transmission of knowledge, opinions, and messages, underscoring its role as an avenue for information interchange and interpersonal interaction. In our prior research, we underscored communication as a pervasive socio-cultural phenomenon, emphasizing its socio-cultural significance alongside its technological aspects. We posit that communication constitutes a multifaceted system of connections, encompassing informational exchange and emotionally charged interpersonal interactions. It furnishes social mechanisms for interaction, catering to an individual's needs for social bonding and the intention to control and affect other people.

Communication transcends its technological connotations, assuming significance at the social level. Its nature and interconnections are scrutinized within the broader context of complete social systems, delineating the symbiotic relationship between communication modalities and specific historical-cultural paradigms and social milieus. Thus, communication is conceived as both a social process and a systemic framework (Kolinko *et al.*, 2023: 10). Accordingly, it proves methodologically enriching to conceptualize communication not as a distinct socio-cultural sphere but as an integral facet of cultural existence.

The exploration of intercultural communication necessitates a comprehensive consideration of both the socio-cultural attributes of communicants and their linguistic disparities. Additionally, the territorial context of communication holds significance. In interpersonal exchanges, familiarity with proxemics and body language norms proves crucial; adherence to appropriate social distances can either facilitate or impede mutual understanding. Gestures serve as supplementary cues, elucidating or potentially confounding conversational content and, depending on cultural norms, may evoke surprise, rejection, or alienation among individuals with differing cultural expectations regarding behavior and emotional expression. Moreover, in broader intercommunity exchanges, the geographical locus of communication must be documented.

Communication space transcends mere geographical and physical dimensions to encompass social realms, thereby warranting the delineation of the concept of communicative space. The fluidity of modern societal structures, compounded by global challenges and political upheavals, engenders fresh challenges within the communicative space. Scholars in contemporary humanities offer diverse interpretations of communicative space, with our research synthesizing prevalent perspectives.

Communicative space denotes a geographical terrain wherein communication processes unfold, ranging from global and regional to national and urban domains.

At a social level, communicative space emerges as a multifaceted sphere intersecting cultural landscapes, particularly pertinent to our investigation.

It represents a medium of communication within societies at distinct developmental stages, encapsulating the unique communication norms and characteristics of various historical epochs.

The ideological connotations of communicative space feature prominently in discourses delineating distinctions between Christian or Islamic worlds, civil society communications, or those within totalitarian regimes.

It encompasses the communicative milieu specific to diverse fields of scientific and professional endeavors, such as philosophical circles, translators' domains, advertising industries, specific businesses, and educational institutions.

Proxemic space embodies the actual communicative sphere wherein participants engage, emphasizing non-verbal cues, social distances, gestures, and facial expressions as pivotal elements of interaction.

2. Methodology

This study employs a mixed-methods approach to investigate intercultural communication dynamics, combining qualitative and quantitative methods. We designed a survey to explore the relationship between sustainable values and interpersonal communication during crisis situations. The survey comprised a mix of closed-ended questions (e.g., Yes/No) and multiple-choice questions to facilitate quantitative analysis. Purposive sampling was used to select 110 diverse respondents (students and young researchers from Ukraine, aged between 18 and 35), ensuring a diverse representation of respondents across different backgrounds and age groups. This approach allowed us to capture a range of perspectives on sustainable values and their impact on interpersonal communication. The survey was distributed online, targeting respondents from various regions of Ukraine (from rural and urban areas) to achieve geographical diversity. Data were analyzed using descriptive statistics to summarize respondents' perceptions and attitudes. We calculated percentages for responses to closed-ended questions and used frequency distribution for multiple-choice questions. This approach facilitated the identification of prevailing trends and patterns in the data. Ethical considerations were prioritized, ensuring informed consent and confidentiality. Limitations include potential sampling biases and social desirability bias. Despite limitations, the study offers valuable insights into intercultural communication phenomena.

3. Literature review

In the context of the transformative influence of new media on intercultural communication, Shuter (2017) introduces Intercultural New Media Studies (INMS) as a critical inquiry. This burgeoning field, consisting of two core research areas – new media and intercultural communication theory, and culture and new media – offers a comprehensive exploration of the intersection between Information and Communication Technologies (ICTs) and cross-cultural interactions. By refining existing theories and investigating the interplay between culture and new media, INMS holds promise for advancing our understanding of intercultural communication in the digital age, aligning closely with the aims of the present study. This framework sets the stage for examining how diverse cultural contexts intersect with evolving digital platforms, shaping communication dynamics in today's interconnected world.

Building on this foundation, Capucho (2012) underscores the significance of intercultural communication in our globalized world, where interactions transcend national or regional boundaries. While English often serves as the default language, it may hinder cultural awareness and effective communication. Capucho advocates for exploring

alternatives, such as intercomprehension, to foster deeper understanding and respect for cultural specificities. This paper aims to introduce and analyze intercomprehension's impact on intercultural communication from a new perspective, shedding light on innovative approaches to bridge cultural divides in digital spaces.

Moreover, within the realm of intercultural communication, the role of education emerges as a crucial aspect, particularly in navigating complex scenarios like post-traumatic stress in war conditions. This perspective highlights education not only as a means of acquiring knowledge but also as a pathway toward overcoming crises and fostering harmony in interpersonal relations (Khrypko & Iatsenko, 2018). Including educational frameworks in conversations about intercultural communication helps us understand how learning environments can promote cross-cultural understanding and resilience-building.

To understand the relationship between intercultural communication and sustainability, we need to recognize the significant role of digital platforms. Social networking sites enable cross-cultural engagement, giving opportunities for language practice and collaborative knowledge sharing (Chen H., 2017). On the other hand, legal uncertainties in cyberspace require international cooperation to combat cybercrime's negative effects on sustainable development (Matveev *et al.*, 2021). By combining these findings, we acknowledge digital platforms as vital tools for promoting intercultural understanding and collaborative sustainability efforts. Nonetheless, addressing the legal and ethical challenges in digital spaces is crucial for creating a safe and inclusive online environment conducive to intercultural exchange.

Furthermore, Boldea's work (2014) explores the nuanced dynamics of intercultural communication, acknowledging historical patterns of aggression, misunderstanding, and tolerance. He emphasizes the necessity of an objective approach to navigate radical differences and highlights the ethical and methodological challenges in representing otherness. Boldea underscores the importance of thorough documentation, respect for diverse values, and methodological integrity in intercultural dialogue, providing a framework for navigating complex intercultural interactions ethically and effectively.

In addition, Shi (2015) sheds light on the importance of intercultural communication competence in English education amid global communication growth. Traditional teaching methods in China, focusing on grammar and exams, contribute to students' lack of intercultural communication skills. Limited teacher training and student initiative further exacerbate this issue. Shi advocates for a shift towards student-centered learning, integrating cultural knowledge, and teacher guidance to foster intercultural competence. The integration of knowledge from educational frameworks into the discussion of intercultural communication enriches our understanding of how learning environments can serve as catalysts for intercultural understanding and resilience development.

The importance of intercultural communication in English education underscores the necessity for innovative approaches to address the demands of our interconnected world. Ling Chen's research (2017) provides a holistic understanding of intercultural communication, emphasizing the difference between culture and cultures within an interdisciplinary framework. Recognizing the growing involvement of scholars from various backgrounds, the study highlights the significance of embracing diverse perspectives. Noting increased participation from scholars of diverse backgrounds, the

study underscores the importance of embracing more representative perspectives. Future research directions outlined include exploring the impact of digital technology on cross-cultural communication, adaptation in migration contexts, intercultural aspects of volunteering, para-social interactions in media, and the interaction between cultural factors and social dimensions. These avenues promise to enrich our understanding of intercultural dynamics in an increasingly interconnected world.

Ishchuk et al. (2024) delve into the evolving landscape of ethical communication in contemporary business environments. The article underscores the necessity of honesty, fairness, and cultural awareness in professional interactions, particularly in multicultural business relations. Emphasizing the importance of Business English as a refined linguistic framework, the study addresses ethical considerations such as linguistic nuances and cross-cultural adaptation. Furthermore, it suggests future research directions, including exploring cross-cultural communication dynamics and the ethical implications of emerging technologies like AI and virtual reality on business communication, offering valuable insights for navigating complex business environments.

Du (2014) sheds light on the significance of nonverbal pragmatic failures in intercultural communication, often overlooked in favor of research on verbal conduct pragmatic failures. The paper identifies types and causes of nonverbal pragmatic failures, proposing strategies to mitigate them. By offering valuable insights for individuals involved in intercultural communication, this research supplements existing literature on the subject, contributing to a more comprehensive understanding of intercultural communication challenges and solutions.

Additionally, Pop-Flanja and Gâz (2015) explore the role of ambiguity in intercultural communication, examining whether ambiguity facilitates or hinders cross-cultural interactions and underscores the importance of clarity in effective communication. While ethical considerations vary based on intent, the authors argue that strategic ambiguity is not inherently unethical. They acknowledge ambiguity's role in generating multiple interpretations and reconciling diverse perspectives, ultimately fostering a sense of belonging. Despite advocating for clarity, they recognize ambiguity's nuanced role in intercultural communication, adding depth to our understanding of communication dynamics across cultures.

4. Results

In the realm of intercultural communication, the notion of 'communication space' emerges as a fundamental dimension deeply entwined with cultural contexts, serving as a linchpin for sustainable development. Individuals apprehend their immediate environment through the prism of their cultural beliefs, norms, and values, akin to perceiving the world through their own unique 'cultural lenses'. The guiding principles of one's native culture dictate behavior and shape the interpretation of actions and worldviews of individuals from other cultures. Since ancient times, humans have harbored a fundamental need to inhabit a comprehensible, familiar environment, striving to imbue any space with a sense of ownership and familiarity. Order and structure stand in stark contrast to chaos and formlessness. Historical and philosophical texts depict culture as a cultivated, inhabited

human space, encapsulating the notion of a native, home territory governed by its own ideals and regulations.

The innate human inclination to perceive their immediate environment as a sanctuary offering protection, reliability, and stability prompts contemplation on the dichotomy between one's 'own' cultural world and 'other worlds'. Phenomenologist Edmund Husserl introduced the concept of the 'homeworld' to explore interactions among individuals from disparate social, cultural, and political communities – a concept we adopt in this article for methodological purposes.

The archetype of the home epitomizes the simplest embodiment of sustainable development, encapsulating conceptions of one's world. The home serves as a microcosm reflecting broader social organization, group dynamics, and cultural norms. For instance, in traditional societies, the spatial organization of the home mirrors familial hierarchical structures. The segregation of the home into gender-specific areas, delineation of the master's domain, and allocation of a children's corner, while conventional, align with principles governing the arrangement of everyday and sacred spaces. The heart of the home holds utmost sanctity, while areas near the exit signify vulnerability to encounters with the unknown and the external environment. This spatial division is underpinned by values emphasizing the clarity and security of the domestic realm.

Tolerance and trust within one's homeworld are typically reserved for those deemed 'ours' or 'our own', while individuals outside this circle are often regarded with skepticism. A communal 'system of normality' emerges, grounded in a historically developed, comprehensible worldview accessible to all members of the cultural group. This system serves as a gateway to the homeworld, fostering an understanding of the interconnectedness between one's immediate environment, the native community, other cultures, and the broader world. Within the familial and homeworld unity, individuals cultivate self-assurance, find support within their social milieu, and develop curiosity about ventures beyond its confines.

Expanding communication beyond the immediate home environment to encompass diverse cultural communities engenders novel cultural encounters, dismantling the notion of an unquestioned world. Consequently, conflicts arise from disparities in expectations, interpretations, worldviews, and value systems. The contemporary world witnesses conflicting processes: the dissolution of cultural boundaries alongside the fortification of 'fortress states', broadening cultural horizons juxtaposed with the entrenchment of archaic ideologies. Amidst globalization, fundamental tenets of human coexistence undergo a profound transformation. Local cultural norms serve as bulwarks upholding societal sustainability, underscoring the imperative of their examination.

The emerging concept of a global home for humanity elicits disquiet and perplexity, necessitating the formation of new cultural paradigms capable of navigating modern challenges. Sustainable development in intercultural communication entails a dynamic equilibrium of cultural systems, striking a balance between their stability and transformative capacities that foster interaction. While achieving harmony among all cultural systems remains a utopian aspiration, the formulation of rules congruent with democratic principles and conducive to preserving cultural diversity is imperative amidst the rapid and unpredictable trajectory of globalization.

Intercultural communication emerges as both a catalyst for development and cooperation and a formidable challenge in the realization of social, political, and cultural endeavors. These issues transcend borders, demanding meticulous theoretical and practical deliberation.

In contemporary humanities studies, the concept of communication space transcends its traditional depiction as an 'external environment', 'auxiliary means', or 'background' delineating specific discursive realms. Instead, it emerges as a potent force driving social transformations, shaping the trajectories of societal development, and influencing pivotal events in individuals' lives. Intercultural communication models often pivot on delineating cultural disparities, as seeking common ground in value systems fails to provide a comprehensive understanding of values' essence and their role in intercultural interactions.

While shared challenges may foster unity, the intercultural lens on sustainable development issues mandates an appreciation of cultural value distinctions. Can any cultural or historical archetype serve as a universal model, standard, or guiding principle for other cultures? Globalization processes foster increased receptivity to diverse 'homeworlds', fostering integration into the global economy and political landscape. However, the prospect of cultural encounters is juxtaposed with apprehensions among certain cultures regarding the homogenization of national cultural identities, eliciting opposition from factions such as anti-globalists. Consequently, the imperative to study cultural diversity intensifies.

In this article, we extend our ongoing research, building upon findings disseminated in prior publications (Ishchuk et al., 2024; Kolinko, 2019a, 2019b, 2023).

The conception of intercultural communication models is shaped through meticulous scrutiny and analysis of specific communication occurrences. Communication forms, along with the creation and dissemination of cultural artifacts, warrant examination within their respective contexts. Hence, the exploration of cultural diversity hinges on the conceptualization of various cultural contexts. Contextual parameters were delineated in the latter half of the twentieth century by American culturologist Edward Hall (1981), who underscored the pivotal role of context in defining cultural integrity.

The impact of cultural disparities on intercultural understanding has also been scrutinized by Dutch sociologist Geert Hofstede. Over recent decades, Hofstede has sparked vigorous debates within the scholarly community regarding criteria for defining cultural differences (Hofstede, 2010; Hofstede & McCrae, 2004). He identified five principal value dimensions that elucidate and interpret behavior, values, and attitudes within national cultures. These dimensions encompass individualism/collectivism, power distance, gender dynamics, uncertainty avoidance, future focus, the levels of indulgence and restraint in meeting human needs. While contemporary cultural studies continually introduce novel concepts and criteria for cultural differentiation, Edward Hall and Geert Hofstede endure as seminal figures in this domain. Familiarity with their seminal ideas furnishes a conceptual framework for further research, including our exploration of intercultural issues.

Based on the above theories, we present the outcomes of our recent survey examining sustainable values and their impact on interpersonal communication. Here, we

delve into how individuals perceive sustainable values, their ability to adjust during crises, and their readiness to compromise these values when necessary.

Our survey was to explore the link between sustainable values and interpersonal communication, especially within crisis contexts. We aimed to grasp individuals' beliefs about sustainable values, their perception of changes in these values over time, and their readiness to adjust them in various situations. Our survey involved 110 respondents from diverse backgrounds and age groups. Their feedback offers valuable insights into how sustainable values influence interpersonal communication and decision-making.

Table 1: Survey Findings on Sustainable Values and Interpersonal Communication

Question	Response
Do you believe your values align with the principles of sustainable development?	Yes: 90.9% No: 3.6%
Do you think values change under the influence of communication?	Yes: 89.0% No: 11.0%
Do you believe values change in crisis situations?	Yes: 59.1% No: 40.9%
What factors do you think influence value changes?	Crisis situations: 59.1% Mental state: 50.9% Openness to information: 49.1%

The survey findings highlight that a substantial majority of respondents (over 90%) view their values as in line with sustainable development principles. Moreover, a significant 89% acknowledge the dynamic nature of values, recognizing their evolution over time under the influence of communication. Additionally, 59.1% of respondents believe that values are subject to change during crisis situations, underscoring the impact of external factors on value systems. The factors perceived to influence value changes include crisis situations, mental state, and openness to information.

Table 2: Survey Results on Influence of Sustainable Values and Response to Crisis

Question	Response
Do you believe changes in societal norms have influenced your values?	Great impact: 32.7% Some impact, no significant change: 28.2% Partial coincidence: 41.8% No impact: 13.6%
Do you think values formed during crises will persist post-crisis?	Yes: 58.2% No change: 23.6% Disappear or change: 30.0%
Are you willing to compromise your values in certain situations?	Not at all: 14.5% For societal well-being: 18.2% For family/friends: 53.6% In danger: 43.6% If irrelevant: 49.1%

The survey findings indicate that changes in societal norms have a significant impact on individuals' values, with 32.7% of respondents reporting a great impact and

41.8% reporting a partial coincidence. Additionally, the majority of respondents, 58.2%, believe that values formed during crises will persist post-crisis, suggesting a lasting effect of crisis situations on value formation. Regarding willingness to compromise values, over half of the respondents, 53.6%, are willing to compromise their values for the sake of family and friends, highlighting the strong influence of interpersonal relationships on value systems.

Understanding how crises impact individuals' willingness to compromise their values is crucial for comprehending broader social dynamics. The following chart (Fig. 1) provides insights into various scenarios where people might choose to maintain or adjust their values under different circumstances.

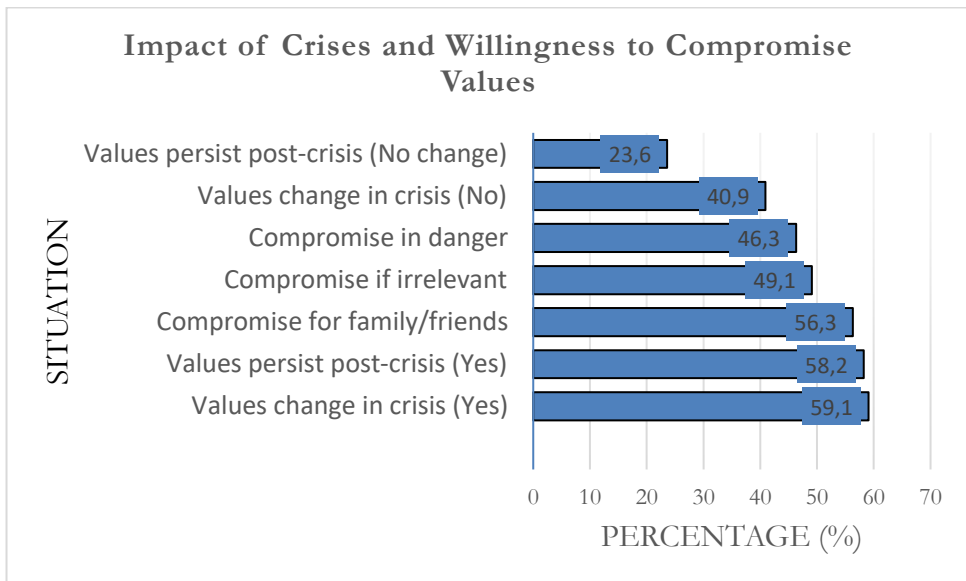


Figure 1: Crisis impact on value compromise

This chart reveals that a majority of individuals are willing to compromise their values during a crisis, particularly when it involves their family and friends (56.3%), or if the values seem irrelevant (49.1%). Notably, 59.1% indicate that their values change during a crisis, underscoring the significant influence crises have on personal principles. Conversely, only 23.6% report that their values persist unchanged post-crisis, suggesting that crises often lead to a reevaluation and adjustment of values. These findings highlight the fluid nature of values in response to external pressures and the importance of context in shaping ethical decisions.

The survey provides valuable insights into the relationship between sustainable values and interpersonal communication, emphasizing the dynamic nature of values and their susceptibility to change in response to external factors, particularly crisis situations. The findings underscore the importance of promoting sustainable values and fostering effective communication strategies that accommodate these dynamic shifts in diverse contexts.

When exploring intercultural communication, culture is frequently synonymous with ethnicity and national identity. Empirical investigations within this paradigm typically hinge on identifying group characteristics and stereotypes that purportedly govern culturally conditioned human behavior. To ascertain the adaptability of specific social groups to new cultural milieus, researchers often select subjects from various national groups facing similar social and cultural circumstances. Survey findings then delineate behavioral disparities between these groups, ostensibly attributed to cultural differences. While these distinctions are indeed culturally grounded, the representativeness of such samples warrants scrutiny. Belgian linguist and cultural critic Jan Blommaert echoed this sentiment, highlighting that nationality alone does not exhaustively encapsulate cultural identity (Blommaert, 2012).

We acknowledge that cultural identity facilitates the labeling of communication behavior yet recognize its mosaic nature. Identity can be multifaceted, comprising a complex amalgamation of socio-cultural affiliations (e.g., national, professional, age, gender). For instance, when delineating the peculiarities of Ukrainian communication style, research typically focuses on individuals of Ukrainian nationality, yet refrains from imposing a predetermined cultural determination on communicative behavior. Indeed, the same individual, rooted in their cultural identity, may employ diverse communication forms and styles across varying social contexts and situations – be it virtual interaction with a foreign acquaintance, everyday exchanges with a compatriot, or dialogues with individuals of differing social statuses (e.g., superior-subordinate dynamics). Consequently, the analysis of specific communication scenarios necessitates consideration of both individual and group characteristics. This methodological nuance underscores the importance of accounting for such factors in sociological research to yield pertinent insights (e.g., Earley, 2006).

To transcend the confines of one's cultural worldview and foster the construction of new communicative realities, an understanding of the intricate interplay between language and its social context is indispensable. Language serves as the primary conduit for communication, facilitating immersion into cultural ideas and human behavior. Effective communication hinges on a nuanced grasp of a nation's culture, traditions, values, and worldview, enabling individuals to empathetically perceive the world through the lens of others. Culture permeates individuals' minds, shaping their perspectives and behavior; consequently, communication behavior is inexorably intertwined with national culture, regulated by deeply ingrained historical norms and traditions. Thus, interpreting the conduct of individuals from diverse cultures necessitates acknowledgment and comprehension of cultural disparities.

The cultural, political, and historical milieu underlying communication exerts a profound influence on communicative variances during interactions. Our investigation delved into the divergent communicative norms observed in Ukrainian and British environments. Comparative studies of Ukrainian and British language usage reveal distinctions in the deployment of the imperative mood across various conversational contexts (e.g., requests, advice, invitations, instructions). Notably, British culture exhibits an aversion to imperatives and commands; individuals from this culture refrain from employing imperative language, even when softened with politeness markers like 'please'. Conversely, Ukrainians may utilize imperatives in polite requests, exemplified by a visitor

to a Ukrainian bookstore politely requesting assistance (e.g., ‘Please show me this book.’). This nuanced distinction underscores the difference in communication norms between the two cultures, as highlighted in research conducted by esteemed Polish linguist Anna Wierzbicka (2006).

The study suggests that such a general trait as politeness is inherent in any culture but manifests itself in different ways depending on national norms of behavior, the specifics of social and cultural relations, social values, and everyday habits. When comparing the behavior of Ukrainians and the British in everyday communication situations (in transport, on the street, in educational institutions), we note that the British are more likely to adhere to existing communication norms. Ukrainians’ language constructions are more flexible and fluid, providing more opportunities for implicit contexts. This leads to linguistic interpretations, the expansion of the hermeneutic field, but also to misunderstandings. This issue is a relevant research topic for the development of effective communication strategies, in particular the strategy of ‘positive politeness’.

Language strategies reflect the linguistic patterns of the cultures in which they exist. They are inextricably linked to the social and cultural communication factors and shape the framework of intercultural cooperation. The process of transforming speech practices into socio-cultural communication strategies should take into account the possibility of realizing the goals and desires of people from different cultures. These practices become communicative strategies where language, speech, and discourse interact, unified by individuals into a single mechanism. The creation of linguistic strategies for intercultural communication relies on the following procedure: we designate concepts, names of objects and states, ‘nominate’ them in our cultural circle. Then we start a dialogue with representatives of another culture, exchange new concepts, rules, traditions, and ideas about what the cultural world should be like. And then, so to speak, these rules, ideas, and constructs of different cultures are ‘assembled’ into a system of common communicative space. This is done at the boundaries of cultural worlds, in the language practices of intercultural, borderline sociality.

The communicative goal of interacting individuals can be achieved through either rapprochement or distancing strategies. Rapprochement strategies aim to reduce social distance, bridge interpersonal and intercultural boundaries, foster reciprocity, cooperation, mutual understanding, satisfy everyone’s desire to be heard and understood, and demonstrate solidarity of intentions. Distancing strategies, on the other hand, adopt a conflict-oriented approach. They are deemed appropriate when emphasizing one’s status or when confrontation is unavoidable. Depending on the objectives of rapprochement/distancing, functional algorithms of intercultural communication strategies are determined.

5. Discussion

Garcis’s investigation (2017) into the dynamics of intercultural friendships in globalized higher education resonates deeply with the focus of this study on intercultural communication within international academic contexts. Many factors influence the formation of intercultural friendships, including cultural similarity, communication skills, motivations, attitudes, and intercultural competence. Universities can apply these insights practically through various initiatives designed to foster intercultural competence among

students. Examples include orientation programs, intercultural communication workshops, and international student exchange programs. These initiatives enhance students' ability to form meaningful intercultural friendships, contributing to a more inclusive and globally aware academic environment.

The indispensable role of effective cross-cultural communication in global business is studied intensively. Scholars analyze illuminates how linguistic and cognitive dimensions shape interactions, emphasizing the need for adaptable training methodologies to navigate cultural disparities. By recognizing language as a carrier of cultural values and understanding cultural nuances, businesses can leverage diverse perspectives for successful collaborations (Ishchuk A. & Ishchuk O, 2023). This holistic approach not only fosters trust and enables successful partnerships but also extends its implications beyond business, emphasizing the importance of cultural understanding in various professional domains. Linguistic and cognitive perspectives help bridge cultural gaps, which is crucial for pragmatic guidance for sustainable global interactions and partnerships. Practically, this can be applied through corporate training programs that include language proficiency courses and cultural sensitivity workshops. These programs can improve employees' intercultural communication skills, fostering an inclusive workplace culture that values diverse viewpoints and enhances global business operations.

Shen and Huang (2014) discuss the importance of intercultural communication competence for foreign affairs administrators in the context of globalization and higher education. Administrators act as bridges between universities, where effective communication is essential with counterparts from different cultures. To achieve this, administrators need to possess fluent English skills and a deep understanding of cultural differences in both verbal and non-verbal communication. This enables them to facilitate sustainable social communication, including sustainable social media management (SMM). Six strategies used to foster intercommunication competence include language proficiency, cultural knowledge, communication skills, intercultural awareness, non-verbal communication competence, and seeking advice from others. Also, it is vital to overcome cultural barriers in achieving successful intercultural communication, particularly in collaborative efforts across multiple cultures facilitated by the Internet age. These strategies can be incorporated into professional development programs for university administrators, ensuring they are well-equipped to handle the complexities of intercultural interactions and promote a culture of inclusivity and mutual respect.

Kim (2014) examines intercultural communication across various social science disciplines, emphasizing the need for a synthesized toolkit to comprehensively understand its complexities. Four key themes are identified: interactional incongruity/congruity, influences on cultural patterns, intercultural communication competence, and the effects of extensive intercultural experiences. The essence of intercultural communication lies in its portrayal as a dynamic human endeavor, offering opportunities for choice, where success hinges on wholehearted engagement and a willingness to embrace change. This underscores the potential for transcending cultural boundaries, highlighting human adaptability and the ability to cultivate new behavioral norms. These theoretical insights can be practically applied by developing educational curricula that incorporate intercultural communication training. This supports adaptability and open-mindedness among students, which are essential skills in a globalized world.

Sobre's research (2017) addresses the challenges of teaching intercultural communication from a critical perspective. It advocates for a pedagogical approach grounded in social justice and emphasizes collaborative learning through Critical Intercultural Communication Pedagogy. The variety of teaching methods and the intercultural environment have a powerful positive impact on student learning outcomes. One of the methods applied to assess intercultural business communication competence is the Intercultural Business Communication Competence Scale (IBCCS) developed by Xu and Jiao (2017). Through exploratory factor analysis, they identified three key factors: cognitive ability for intercultural business communication situations, Business English proficiency, and intercultural business communication motivation. The IBCCS demonstrated strong internal consistency, and confirmatory factor analysis confirmed its validity and stable structure. Correlations were found between intercultural business communication situations, emotional intelligence, and cultural intelligence. Moreover, students' intercultural business communication situations can predict their number of foreign friends and aspirations for an international career. Implementing these findings in educational settings involves using tools like the IBCCS to tailor business communication courses, ensuring they address the real-world needs of students aspiring to careers in international contexts.

Culture shapes individuals' perceptions and interpretations of their surroundings, with culture serving as the foundation of interpersonal communication (Eginli, 2016). Highlighting the significance of culture-specific elements in aiding effective communication, it is important to understand that intercultural differences can affect communication positively or negatively. Navigating diverse cultural environments poses significant challenges for international students, highlighting the complexities of adapting to new cultures and intercultural communication experiences. To address these challenges, universities can develop support systems like mentorship programs and cultural immersion activities, facilitating the adjustment process and enhancing the academic and social experiences of international students.

In the realm of cross-cultural business interactions, the evolving digital communication landscape emphasizes the critical importance of understanding emotional and linguistic dynamics. This evolution introduces concise expressions and nonverbal cues tailored for online written exchanges, emphasizing the role of emotions in understanding intentions, meanings, and cultural nuances. Ishchuk A. & Ishchuk O. (2022) highlight the importance of mastering cross-cultural interactions to facilitate better understanding and successful communication in the digital age. Businesses can implement training programs that focus on digital communication skills, emphasizing emotional intelligence and cultural awareness in online interactions. This preparation ensures employees are well-equipped to navigate the complexities of digital cross-cultural communication, fostering better collaboration and productivity.

Ensuring honesty, fairness, and cultural awareness throughout the research process is essential, particularly when dealing with sensitive topics and diverse populations. Ishchuk et al. (2024) emphasize the necessity of these values in professional interactions, especially in multicultural business relations. During this study, ethical concerns were addressed by obtaining informed consent from all participants, ensuring confidentiality, and being mindful of cultural sensitivities when designing research instruments and

interpreting data. Additionally, ethical guidelines were followed to avoid any form of bias or misrepresentation of cultural perspectives. Future research should continue to prioritize these ethical standards, particularly when exploring the implications of emerging technologies like AI and virtual reality on intercultural communication, ensuring that technological advancements are leveraged responsibly and inclusively.

6. Conclusions

Culture remains a vital resource for sustainable development, shaping interactions and fostering new social realities within cultural contexts. Intercultural communication, as illuminated in this research, emerges as a multidimensional process aimed at recognizing equality and potential across different cultures, mitigating conflicts, and fostering good neighborly relations between countries.

Moreover, the findings from the survey on sustainable values and interpersonal communication provide valuable insights. They highlight the dynamic nature of values and their susceptibility to change in response to external factors, particularly crisis situations. These insights underscore the importance of promoting sustainable values and fostering effective communication strategies that accommodate these dynamic shifts in diverse contexts.

In conclusion, this research contributes to advancing intercultural communication for sustainable development by providing theoretical insights, practical communication strategies, and empirical evidence from the survey. It emphasizes the significance of preserving cultural diversity and sheds light on mechanisms to facilitate this process globally. The findings of this study have significant implications for future practices. Linguists and politicians can utilize the insights on sustainable values and intercultural communication to develop more effective strategies for fostering global cooperation and understanding. Specifically, the dynamic nature of values in response to crises and communication highlights the need for flexible and adaptive policies that can accommodate these changes. Future research should further explore the mechanisms through which sustainable values influence interpersonal and intercultural interactions, particularly in diverse and crisis-prone contexts. This will not only enhance theoretical understanding but also provide practical tools for promoting sustainable development in a multicultural world.

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