

МІЖКУЛЬТУРНІ КОМУНІКАЦІЇ І СУЧАСНІ ТЕХНОЛОГІЇ У ДІЛОВОМУ СПІЛКУВАННІ

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COMMUNICATION BARRIERS IN INTERCULTURAL COMMUNICATION

The past decades have seen the rapid development of globalization. Consequently, the need for cultural understanding and the desire to know new cultures and worlds intensifies the communicative processes and acquires a systemic character.

Intercultural communication as a particular type of communication involves communication between speakers of different languages and different cultures. This is a process of mutual connection and interaction of representatives of different cultures [2]. Unfortunately, many communication issues with people from other cultures arise from misunderstandings about each other's behavior and wrong expectations, making them draw erroneous conclusions about different cultures [4]. It is impossible to avoid difficulties of this kind immediately. These lead to communication failures and intercultural barriers. According to intercultural communication researchers, the most common list of these barriers includes the following main categories:

Content barriers are problems in understanding the content and meaning of the message sent or received. They are divided in turn into:

- phonetic – the use of elements from other languages and dialects, defects of language and diction, slurred speech, speech disorders, the presence of a significant number of sounds and words-parasites;

- semantic – embedding of different content, use of jargon, etc.;

- stylistic – mismatch of the language style of the communicator (sender) with the content of the message [3;4];

- logical – different logical systems of evidence [1;4].

Individual barriers are problems related to individual thinking or work, which may be determined by physical disabilities, diseases, and issues related to personal communication skills in receiving and transmitting information, which may be determined by the inability to listen and express their opinion;

The next category is socio-cultural barriers. These are different levels of development of social intelligence. They are divided into

- ethical – the mismatch of norms of behavior of the head and subordinate;

- role – interpretation of the message from the position of "manager" or "subordinate";

- barriers of non-authority – the low authority of the communicator [1;4].

Another barrier is a barrier to worldview, which is explained by different views on life.

Interpersonal barriers describe problems of psychological climate, values and negative attitudes of participants in communication, lack of interest of participants in the communication process to each other and to the message, while organizational barriers are presupposed by problems related to the remoteness of the participants in the communication process from each other; with specialization of tasks.

Economic, geographical, and time barriers are connected with time and money resources problems, different locations, and the impact of time on receiving messages.

Problems of channels and means of information dissemination are connected with the congestion of communication channels and the problem of conflict between ways of transmitting information [4].

The primary way to overcome such barriers is to develop intercultural awareness and understanding that all cultures are unique and possess their peculiar values.

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INTERNATIONAL COMMUNICATION FOR GLOBAL BUSINESS

Today, connecting with people from different sides of the world is easier than it was a few years ago. International communication is directly affected by globalization and helps to increase business opportunities and remove cultural barriers. Both globalization and global communication have changed the environmental, cultural, political, and economic elements of the world. Chong (2020)