

## TEACHING INTERCULTURAL COMMUNICATION IN THE CONTEXT OF GLOBALIZATION

**Abstract:** *The article discusses how the world has become interconnected and how interaction between people is mobilized and facilitated by globalization. With globalization the ethical intercultural communication is important as never before, which implies the increasing role of pedagogical approaches in teaching intercultural communication.*

**Key words:** *intercultural communication, globalization, global identity, pedagogical approaches, culture, intercultural competence.*

**Аннотациясы:** *Макалада глобализация түшүнүгү жана анын дүйнөлүк байланыштарга жана эл аралык баарлашууга болгон таасири каралат. Глобализация учурунда этикалык маданият аралык коммуникация чоң маанини ээлейт, ошондой эле маданият аралык коммуникацияны окутууда педагогикалык ыкмаларга өзгөчө талптар коюлат.*

**Түйүндүү сөздөр:** *маданият аралык коммуникация, глобализация, глобалдык иденттүүлүк, педагогикалык ыкмалар, маданият, маданият аралык компетенция.*

**Аннотация:** *В статье рассматриваются явление глобализации, ее влияние на мировую взаимосвязанность и способствование взаимодействию между людьми. С приходом глобализации важную роль играет проблема этической межкультурной коммуникации, что также подразумевает возрастающую роль педагогических приемов в обучении межкультурной коммуникации.*

**Ключевые слова:** *межкультурная коммуникация, глобализация, глобальная идентичность, педагогические приемы, культура, межкультурная компетенция.*

Wherever you live, your life is impacted by globalization. We have been experiencing exchange of ideas, goods and people for centuries. However, the last few decades brought “a process of removing government-imposed restrictions on movements between countries in order to create an “open”, “borderless” world economy” [1]. Globalization is viewed as a process of integration among nations, business and governments, driven by economy and aided by information technology. This process has effect on all aspects of human life, including economy, social development, ecology and environment, culture, and others. Globalization has brought changes in education, political, cultural and linguistic aspects of communities around the world. For example, we witness varieties of English in the world, which are now referred as World Englishes, rather than World English. English has become a lingua franca in most of the world, allowing speakers of different languages communicate with each other. Globalization has also created growing interest in other languages. For example, as China joined the World Trade Organization in 2001, there was a significant increase in the number of people studying Mandarin. By 2020, the Government of China plans to open one thousand Confucius Institutes worldwide, facilitating the Chinese language acquisition abroad.

As we reflect on the role of globalization, we tend to think of the world as one big global community. While some view globalization as the interdependence of societies and cultures, there are also controversial views

of it as a threat to local traditions and cultural diversity. Whether one has positive or negative attitudes toward globalization, it is recognized as the most important factor that influences today’s world and defines our future. As it brings unprecedented number of international contacts, the study of intercultural communication and the knowledge of one of the international languages become a necessity. Whatever career path a student is going to choose, intercultural competence and skills are necessary for both professional and personal lives.

Higher educational institutions have always played an important role in preparing individuals, who are internationally knowledgeable and ready to become global citizens. Universities are to encourage intercultural competence, which is “the ability to communicate effectively and appropriately in intercultural situations based on one’s intercultural knowledge, skills and attitudes”[2]. Higher educational institutions are to help student develop a global perspective and gain transformative international education.

There are various steps that institutions may take to advance intercultural communication. Internationalization of higher educational institution is an effective policy-based approach, which aims at integrating international and intercultural perspectives into local setting. Institutions may invite international faculty, visiting scholars, researchers and exchange students in order to provide local students with opportunities to experience other cultures and languages. Alternatively, local students should be encouraged to take available

opportunities to spend at least one semester in a higher education institution in another country. This is especially relevant for language programs, where it is extremely useful for students to spend some period of time for academic or cultural exchange in a country where the target language is spoken. The amount of support provided for to education abroad programs varies greatly. In addition to the efforts and support by local education institutions, there are various scholarship and fellowship opportunities available for faculty, students, researchers and administrators.

Intercultural communication is considered an essential academic discipline. Although it has a relatively short history, it is very complicated as there are multiple disciplines and sub-disciplines involved with different trajectories in different parts of the world. The primary academic fields, related to language and intercultural communication studies, are linguistics, communication, anthropology, sociology and psychology [3]. The main objective of teaching intercultural communication is to develop students' ability to handle communication in multidisciplinary manners and from multiple perspectives. When teaching intercultural communication as a discipline, teachers may employ a variety of pedagogic approaches and techniques, as well select from the number of technologies. Students may be provided with a significant amount of information about historical, cultural, economic, social, political, and psychological aspects of different cultures. This *information delivery* will help develop understanding of cultural customs, beliefs, and values which are important in intercultural interaction. Open discussions encouraged among students in addition to lectures will enhance their perspective of communication. *Simulation* is an effective technique that helps create an environment where students can experience and acquire better understanding of different cultures. As the example of this approach, teachers can invite foreigners in the class to interact with

student. Alternatively, online chat tools may be used to start communication with people from other countries. Teachers can suggest a situation or role-play with characters of different cultures and regions. *Group work* is used to help students develop self-understanding and flexible attitudes to other cultures. This may be suggested to students in the form of discussion, debates, or brain storming. Teachers may use *communication theory approach* to help students search for common patterns of interaction within a given culture. Analysis of components of communication for each given situation will help better understand the communication process. *Games* may be an effective tool in teaching intercultural communication. Students are offered to deal with real life situations, which demonstrate cultural norms and roles. Game scenarios can be designed to measure students' behavior towards others and expectations from others [4].

As we talk about global community, it is important to develop cultural awareness and sensitivity for effective communication and interactions among cultures. The study of intercultural communication provides significant opportunities for personal growth and awareness. We are able to learn not only about people from different cultures, but to discover new things about ourselves. Learning intercultural competence, along with transformative education skills, results in open and unbiased attitudes and relations in the world.

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