

Communicative behavior as the way of expressing cultural identity

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Abstract. The article is devoted to the problem of intercultural communication. Intercultural communication is presented as a special communication process, having its own characteristics and passing conditions. The analysis of the process of intercultural interaction shows that the national and cultural specifics of communicative behavior affect the effectiveness of this process. Communicative behavior is conditioned by national mentality and is a component of national culture, as contained in national communication norms and rules. The article also emphasizes the connection between the communicative behavior of a person and his cognitive and linguistic consciousness. The author comes to the conclusion about the undoubted interrelation of interethnic communication with the awareness of one's cultural identity, which is fixed in the linguistic consciousness of the individual and is reflected in his communicative behavior.

The process of globalization of the modern world requires effective interaction and communication of representatives of different cultures. The World Wide Web allows access to information in any language, and proficiency in a foreign language helps to establish contacts in the dialogue of cultures, therefore the linguistic aspect of studying intercultural communication is one of the most urgent. Culturally conditioned differences in the communicative competence of its participants affect the effectiveness of cooperation. The success of political and economic relations between countries depends on the degree of awareness of the national peculiarities, features, customs and ways of doing each other's affairs. In this way, communicative competence means understanding the symbols used for communication and the rules of their functioning, as well as the principles of communicative interaction [1, p. 15].

By direct contact, participants of intercultural communication apply special language communication methods, which differ from those used when interacting within the same culture. Individual experience of each person, his psychological characteristics and peculiarities determine the process of information exchange. The meaning, which is introduced in the message, depends on the speaker's inner emotional state, on his attitude to the transmitted information, his social status.

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Participating in the processes of intercultural interactions, the individual acts in communicative situations as the sender or recipient of linguistic, verbal and non-verbal messages. The degree of his participation in these processes depends on communicative behavior and communicative consciousness. The set of specific features of people's communication describes the communicative behavior of this people. The term "communicative behavior" was proposed by I.A. Sternin. Under communicative behavior, he understands the set of norms and traditions of communication of the people, social, age, gender, professional, etc. groups, as well as an individual [2]. This is behavior (verbal and non-verbal accompanying it) of a person or group of persons in the process of communication, regulated by the norms and traditions of communication of a given society [3].

The development of communicative and anthropocentric linguistics contributed to an increase in interest in understanding the national specifics and the identity of the people. Certain norms characterize the communicative behavior of the people as normative or non-normative one.

I. A. Sternin singles out the following norms of communicative behavior: general cultural, group, situational and individual norms.

General cultural norms of communicative behavior are characteristic for all national cultures of the world and contain generally accepted rules of speech etiquette and cultural communication that are used in different situations. They do not depend on the gender of people, age, social status, specialization in professional activity, etc. An example of common cultural norms are standard situations of greeting and farewell, treatment, acquaintance, attracting attention, apologizing, talking on the phone, written message, congratulations, compliments, gratitude, wishes, comfort, sympathy, condolences.

Situational norms depend on a specific linguistic situation, which may be due to status, the topic of communication. They are nationally specific: for example, communication of the older generation with the younger in a Muslim country is much more vertical than in a European one; communication between a man and a woman, in accordance with European traditional norms, is horizontal according to the status of communication, and in Muslim culture - vertical; etc.

Group norms contain the specifics of communication characteristic of subcultures, professional cultures and social groups. Specifics of communicative behavior of men, women, teachers, programmers, lawyers, doctors, "humanists", "techies", Muslims, Buddhists, etc., children, parents, etc. are singled out.

Individual norms of communicative behavior reflect the individual culture and communicative experience of an individual and represent a personal refraction of general cultural and situational communicative norms in the language personality [4].

Communicative behavior is conditioned by national mentality and is a component of national culture, as contained in national communication norms and rules. In the structure of communicative behavior, the following components can be distinguished: the national character of communicants as a set of mental characteristics of a person belonging to a particular nation; specific features of communication, conditioned by the national character of the speakers and manifested in the representatives of a particular people in all communicative situations, regardless of the subject of communication, the composition of communicants, etc.; verbal communicative behavior, which includes a set of rules and traditions of verbal communication in certain communication conditions and expressed in ethnic stereotypes; non-verbal communicative behavior, including facial expressions, gestures, mutual disposition of communicants, physical contacts in communication; national social symbolism, that is, the totality of the subject-everyday actions of people participating in the communicative process [5, p. 414].

The characteristics of behavior of representatives of different cultures play an important role in the process of intercultural contacts. Communicative behavior of people in the process of communication is determined by various factors. Most behavior strategies are applied automatically. The phenomena of other cultures are also perceived by an individual automatically, unconsciously. The perception of the communicative situation occurs through the prism of one's own culture, which is often the yardstick of all things, therefore other points of view, values and norms of another culture can be underestimated. Circumstances and conditions in which communication takes place, affect communicative behavior. The location of a person requires an appropriate line of behavior that corresponds to a certain cultural tradition. Circumstances of communication also determine the behavior of its participants. In the process of intercultural communication, an important role is played by empathy: the ability to listen to the interlocutor, to understand the feelings of other people, to accept a different point of view.

Interpersonal perception, i.e. a holistic reflection of the external appearance and behavior of another person, his understanding and assessment influence the effectiveness of communication. The reflection of the other can be inaccurate due to the individual characteristics of the partner and the lack of communication skills, as well as the ability to "read" the nature and intentions of others by means of the elements of verbal and non-verbal signals. The semantic interpretation of the subject-everyday actions of people of a certain linguistic and cultural community affects the behavior and communication of people.

The content and success of intercultural contacts depend on the ability of their participants to understand each other and reach an agreement, which is mainly determined by the ethnic culture of each of the interacting parties, the psychology of peoples, the values that prevail in one or another culture.

In the process of intercultural communication, the interaction of various pictures of the world represented by communicants, takes place, it includes their logic, thinking, value meanings and is not blocked, but stimulated through mutual understanding, tolerance, positive attitude. Intercultural communication is interpersonal communication in a situation where one participant discovers the cultural difference of the other.

Communicative behavior is characterized by linguistic competence, which involves the ability to reproduce and interpret the meaning of utterances constructed in accordance with the rules of a language.

The sociolinguistic aspect of communicative behavior implies the use of methods in which the choice of language forms is determined by such conditions as the environment, the relationship between communication partners, communicative intention, etc. The ability to use various communication strategies to overcome difficulties in communication and to use language means properly characterizes the socio-cultural aspect of communicative behavior. The psychological aspect of communicative behavior involves the personality of participants of communication and presupposes the desire and ability to interact with others.

Successful intercultural communication requires the proficiency in a foreign language, the ability to interpret adequately the communicative behavior of a representative of another culture, as well as the willingness of participants of communication to perceive another form of communicative behavior, understand its differences and variation from culture to culture. The main problem of any communication is the problem of understanding. The language is not only a tool for the transmission of forms of speech behavior; it creates an environment for intercultural communication. Understanding of intercultural communication is a complex process of interpretation, which depends on the complex of both linguistic and non-linguistic factors. To achieve understanding in intercultural communication, its participants should not only master the grammar and

vocabulary of a particular language, but they should also know the cultural component of the meaning of a word, the realities of another's culture. The actual use of words, real speech production is largely determined by the knowledge of the social and cultural life of the native speakers. The language does not exist outside the culture, i.e. outside the socially inherited set of practical skills and ideas that characterize the way of life. Since language structures are based on sociocultural structures, it is necessary to know the world of the language being studied as deeply as possible in order to make active use of a language as a means of communication.

Communicative behavior can be characterized with three positions. The communicative side is contacting with the interlocutor through the language and cultural traditions that are characteristic of a particular community of people, and the exchange of information between people. The result of this level of interaction is mutual understanding between people. The interactive aspect of communicative behavior leads to the establishment of certain relationships between communicants, which are built on the basis of personal characteristics of people and the perception of positions relative to each other. The perceptual level provides an opportunity for mutual cognition and rapprochement of people, represents the process of perception by partners of each other, the definition of the situation of communication. Perceptual skills of communicative behavior are manifested in the ability to control one's perceptions, "read" the mood of partners by means of verbal and non-verbal characteristics, understand the psychological effect of perception and take them into account to reduce the distortion. Communicative behavior of the individual depends on communicative competence, which includes knowledge of the sign symbolic system within which communication takes place, the knowledge of the external world acquired by an individual on the basis of his personal experience and basic knowledge of the world that the representatives of this ethnos have due to their belonging to a certain national, ethnic, social, religious, professional and other group.

Communication is a certain activity which is caused by a system of socially significant norms and evaluations of communicants, patterns and rules of communication adopted in a particular society. It is aimed at the interaction of people, the transfer, receipt, preservation and updating of the semantic and evaluative information. The mechanism for coordinating a communicative action is mutual understanding. The interlocutor's communicative behavior as a result of his communicative actions is determined through the acts of mutual understanding, linking the action plans of various participants and connecting purposeful actions into a single and co-operative interaction.

Yu. Habermas develops these provisions in the notion of the communicative action and believes that in a communicative action actors also pursue the achievement of a goal, but with mutual consent, equality, mutual understanding of the actors, and the existence of an agreement between them. Due to this approach, communication provides a mutual understanding between people with the different world paintings, participants take into account the views and values of others, "the Involvement of the Other" takes place, "equal respect for everyone extends not to the similar ones, but to the personality of the other in otherness" [6, p. 48].

The process of mutual understanding is aimed at reaching an agreement, which provides the right of all participants to express their opinion and to argue it. All participants in the communication process have equal opportunities to present their points of view, to justify them or to refute others from the positions of their inner world, their attitudes, feelings and intentions.

Cognitive and linguistic consciousness also determines the communicative behavior of an individual. Cognitive consciousness is not identical to the language one, because not everything that exists in the general picture of the world can be expressed through the language. In the cognitive consciousness, there is a large layer of values which are common

either to all the mankind or to groups of cultures. Without this, mutual understanding between different peoples would be impossible in principle. In linguistic consciousness, there are also values that are the same for speakers of different languages.

Language consciousness being one of the types of cognitive consciousness provides such kind of activity as speech manipulation. It is formed by a person in the process of mastering a language and is perfected throughout his life as he replenishes his knowledge of the rules and norms of the language, new words, meanings, as the communication skills in various areas are improved, as new languages are assimilated. The person's speech activity itself is a component of a broader concept, which is the communicative activity of a person. In this connection, the problem of distinguishing linguistic and communicative consciousness arises. Communicative consciousness is a set of communicative knowledge and communicative mechanisms that provide the whole complex of human communicative activity. These are communicative attitudes of consciousness, a set of mental communicative categories, as well as a set of socially accepted norms and rules of communication. Communicative consciousness of the people as a whole, in the unity of its linguistic and purely communicative component, is an integral part of the cognitive consciousness of a nation, and a component of the general cognitive consciousness of the people [7, p. 48].

A certain action, a fact, an event, an act, this or that element of the objective world acquires social symbolism in this or that culture in the consciousness of people. All these phenomena receive in the minds of the people a certain symbolic meaning, which is characteristic and uniform for the whole given society or for a particular social group. Social symbolism is a component of the national culture.

Therefore, for effective communication, it is necessary that communicants have, firstly, a common knowledge of the language used and, secondly, the generality of knowledge about the world in the form of images of consciousness.

Each specific ethnos has its own, specific, ethnospecific picture of the world, which is expressed through the language - the main factor which determines the belonging to a particular ethnic group. The language participates in the formation of the individual's understanding of the world as a representative of a particular ethnic community, forms an objective concept about the surrounding world, forms and expresses a thought, fixes information accumulated by the mankind in the process of its formation [8, p. 42].

In the process of intercultural communication, each person solves two most important problems simultaneously - to strive to preserve their cultural identity and enter into another's culture. Any culture reveals its essence only when it meets with other cultures, in the process of intercultural interaction. In intercultural communication, the originality and uniqueness of cultures, the realization of their semantic potential are manifested. It is in the process of intercultural communication, when meeting other cultural values and norms, a clearer awareness of the existing cultural differences occurs. [9, p. 112].

The recognition of one's identity within the framework of belonging to a particular culture, subculture, is fixed in the linguistic consciousness of the individual and is reflected in his communicative behavior. Cultural identity affects the process of intercultural communication, allowing only those aspects in intercultural communication that promote mutual understanding and exclude those that could potentially lead to conflict. To overcome intercultural tension successfully, it is very important to build relationships with representatives of other cultures based on the recognition of other cultural meanings, a different picture of the world.

Thus, the effectiveness of intercultural communication depends on the communicative behavior of participants, based on the recognition of the existence of cultural differences, recognition of the absolute value of the diversity of cultures, recognition of the right of other cultures to exist, preservation and development. Intercultural communication acts as

one of the elements of the formation and translation of cultural values and is a necessary condition for the interaction of bearers of different cultures.

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