Sociocultural Values in the International Communication in the Era of Globalization

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Abstract. In today’s constantly changing world the development of intercultural cooperation is associated with such factors as the processes of globalization, integration, the influence of the cultural, humanitarian component on modern life and the whole system of international relations. The relevance of intercultural communication issues is confirmed by the fact that in the context of globalization almost all countries in the world are involved in the process of intercultural communication, striving to develop mutually beneficial cooperation, to solve economic, political, humanitarian and social problems. Active cross-cultural interaction has become an important part of our life, therefore, these processes attract specialists’ attention in the sphere of the humanities and social knowledge as well as politicians’ and diplomats’ attention for whom intercultural communication is of theoretical and practical interest when the solution of many pressing problems is impossible without the participation of representatives of different countries, cultures and traditions.

1 Introduction

In the modern civilizational world issues of cultural cooperation and the preservation of cultural heritage play an increasingly important role and are actively carried out at various levels and unite the wide circle of participants from all over the world. Nowadays in the sphere of international relations the problems of intercultural communication have become very essential. In the international community the processes of globalization, mobility and integration are becoming an important part of modern life [1, 2].

The concept of intercommunication somehow includes the special key notions within the national context and most of the problems in international communication arise due to ignorance of the characteristic features of the culture and value orientations foreign partners deal with. And only a thorough understanding of culture, customs, traditions, habits in the national context will create a successful international and intercultural cooperation.

Communication as a process of transferring of information from one person to another is a specific form of interaction in the process of people’s cognitive and labor activity which is carried out mainly with the help of languages. It is a complex process that affects the socio-psychological aspects of the relations of its participants [3, 4].

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In its turn, intercultural communication is a communicative interaction of representatives of different cultures. The multicultural space, the processes of integration and personal interaction are the main factors of the modern world development in which international corporations are being created more often, migration processes are intensifying, the sphere of international business, tourism, cultural and educational ties are rapidly developing. It is obvious that a deep interest in studying the processes of intercultural communication is under the influence of globalization.

The term “global” which is the core of such notions as “globalism” and “globalization” as well as the concepts “planetary” and “universal” has been used to some extent since the Era of Antiquity. The process of globalization is a rather long historical process. The conditions for the development of the globalization process were formed gradually as a result of the great world discoveries and the improvement of existing achievements.

The scientists say that “globalization is a multi-level process in which, on the one hand, there is an interaction of objective trends in the development of the society as a global complex system characterized by a certain dynamics of the growth of material wealth and cultural achievements, mutual exchange of information and modern technologies and, on the other hand, there is an active borrowing of world civilizational benefits and profits” [2, 3].

The process of globalization affects all aspects of human existence and the whole society. As a world phenomenon globalization is a new step in the internationalization of all aspects of social life, the formation of an integral world based on the latest achievements of the information and technology revolution [5, 6].

The process of globalization is undoubtedly characterized by ups and downs, successes and threats in the international, intercultural and interpersonal interaction. The basis of mutual understanding in the globalizing world is no doubt cross-cultural communication with the study of the sociocultural values in the process of successful interpersonal relations.

Intercultural communication involves cultural interaction, direct people’s contacts, the exchange of information carried out by native citizens and representatives of different cultures that influences and determines the course of international collaboration as a whole. The study of other cultures did not stop throughout the entire historical period of human development. Cultures interact with each other from the time of their early development. With a well-coordinated approach the processes of intercultural interaction can have a positive impact on political dialogue, influence economic ties and make the life of people in the world more favorable and more interesting.

From a scientific point of view culture is a complex notion that includes knowledge, beliefs, art, morality, laws, customs, as well as other abilities and skills acquired by a person as a member of society, that is everything that is created and is being created by a person is the result of his activity. These are not only material objects (household items, art objects), but also values, habits, customs, traditions, norms of behavior.

Culture is a historically defined level of the society development, people’s creative forces and abilities, expressed in the various forms of organization of people’s life and activities as well as in the material and spiritual values created by them. Culture is a system of views, values, norms of behavior, beliefs, customs, traditions, knowledge, ideas, images created and inherited by man throughout his history in a certain society (as machines, works of art, morality, etc.) which is a powerful life core of the individual [7]. In terms of intercultural communication all the material and spiritual values constitute culture.

Thanks to the huge human potential culture can become the very unifying space where people of different nationalities, languages, religions, age, professions will be able to continue communication without any boundaries on the basis of mutual understanding. The
representatives of each culture form their own worldviews, mentality and a specific perception of the world.

2 Research Methodology

Today it is quite difficult to imagine the development of science, culture, education beyond international and intercultural communication. Scientific and technological progress has a significant impact on the development of intercultural communication which gives new opportunities for further cooperation with new types and forms of collaboration, the main condition for the effectiveness of which is mutual understanding and respect for the cultural dialogue of foreign partners.

Intercultural communication is directly related to the processes within cultural exchanges. Dialogue in this area is an indispensable condition for the development of communication as well as a vivid example of its implementation.

Dialogue is the key word for the entire system of cooperation in modern civilization, i.e. from economics and politics towards culture, education, the way of life of all the countries and states. The use of the constructive dialogue approach and the axiological method to study the issues of interpersonal communication is currently due to the fact of the frequency, regularity and speed of communicative transactions in the era of globalization.

Dialogue as a regulative principle of interaction between different cultures from the point of view of the difference between the people’s value systems suggests an attempt to achieve successful socio-psychological interaction.

Based on the dominant relationship of a person himself, his culture and world art it is possible to present structural-functional, axiological, sociocultural methodology for studying the foundations of culture and art.

For representatives of any culture a very important issue will be the problem of attitudes towards other cultures. Ordinary thinking makes people consider their own cultural values as more understandable than the ones of the representatives of other nationalities. In a word, each side of the process of cultural interaction considers its own cultural attitudes and values to be more correct.

Here the concept of ethnic-centered approach is demonstrated as the tendency of a person to evaluate all life phenomena through the prism of the values of his own ethnic group, considered as a standard. According to this approach, cultures differ from each other in the degree of their development. Even within the framework of one state multicultural interaction is accompanied by a communicative practice that embraces representatives of different national and cultural traditions. Accordingly, the search for mutually acceptable solutions in a multicultural ethnic space takes into account such values as common ancestors, traditions and customs. On the other hand, the politicization of social life entails patterns of behavior based on such values as recognition, respect and the hierarchy of social relations. And then the relative approach assumes that each individual culture is unique, independent in the way of its own history and social life.

3 Results and Discussions

The diversity of world cultures is reflected in the existence of various local, regional, national and ethnic differences. In the process of social development the interaction of cultures becomes more active and with the further development of history the possibilities of their mutual influence will constantly increase and expand. This does not mean the process of mixing up cultures but clarifies such a concept as a polylogue of cultures which
is revealed in a broad national context, including the features of the national mentality, character and, what is more important, the concepts of cultural values.

If human activity is considered the main meaning of culture, then culture is the sum of values, norms and systems of symbols of a particular society which are reflected in the constructive thinking, expressive ideas, specific behavior of its native representatives in the form of fixed rules that regulate people’s behavior in certain situations of intercultural communication. In a word, culture, as a system of norms, is assimilated in the process of a person’s socialization which consists of constant development of a person throughout his life within social norms, cultural values and patterns of behavior that allow a person to succeed in the society.

In the process of introducing a person to a culture, assimilation of the habits, norms of behavior inherent in a given culture, a person begins to have specific cultural features that distinguish people from each other. Starting from the very birth, a person learns a mother-tongue, etiquette, norms and rules of behavior and, deprived at this stage of his life of the right to choose and evaluate, he grows, develops and absorbs the culture, assimilating the previous national and cultural experience. A bit later at the stage of possible implementation of inevitable changes, when a person experiences a so-called “conscious stage” of his life, here discussion, evaluation, demonstration of his own opinion appear in any human activity.

In the modern world community culture is becoming more and more international and is based on the dynamic processes of world cultural communication.

It is culture that has unique opportunities associated with the formation of a positive image of the peoples, countries and states that helps solve political and economic problems. Therefore, intercultural communication serves as a guarantee of enrichment of national cultures of different regions and countries of the world.

The processes of international intercultural exchange are the basis for the development of civilization, an indispensable condition for moving along the path to progress. When the challenges and threats of modern world have reached an incredible scale, it is impossible to solve a single world problem without the participation of representatives of different cultures, their constructive, stable dialogue, their cultures and traditions. This requires the development of a single policy, a common language of communication understood by all representatives of the world community. The problems and contradictions of today dictate the need to study the issues of international and intercultural communication.

Cultural contacts are an integral component of the peoples’ communication. Being in contact, cultures not only complement each other, but also go through rather complex relationships, while showing their originality and uniqueness. In the process of interaction and cultures’ adaptation the mutual process of borrowing the best cultural samples takes place.

Adaptation helps perceive another culture as well as take part in the social and cultural life of a new group, showing your own identity. In the process of adaptation, the preservation of cultural identity and the need to exist in a new culture become obvious within four strategies for adapting the norms of another culture: 1. Assimilation is the process of being alike, merging of one nationality with another, with the loss of one of them of their language, culture and national identity. Natural assimilation occurs when separate small ethnic groups, having overcome economic and cultural isolation, gradually merge with larger ethnic communities. This strategy is followed by those who voluntarily move to another country for a long time. 2. Separation is the desire for isolation in the form of a refusal to accept the norms of a different culture and preserve the identification of one’s own culture. In this case, representatives of the cultural minority settle separately, create communities, trying to avoid contact with representatives of the dominant culture. 3. Integration is the most successful strategy for the process of adaptation to a new culture.
which involves adopting a new culture without losing the primary cultural identity and striving for cooperation with mutual respect and understanding that it is necessary to preserve the uniqueness of the culture representatives. 4. Social adaptation is the process of interaction of the individuals with the social environment. It includes the assimilation of the norms and values of the environment in the process of socialization. It means the inclusion of the individuals in the new systems of social and professional ties, the assimilation of a new system of social roles in accordance with the new conditions and goals. Sociocultural adaptation means the ability to behave easily in a new culture and society, to solve everyday problems in the family, at home, at work [8, 9].

The individual ways of activity, thinking, perception and being in emotional and psychological states of a person under the circumstances of different cultures determine such factors as natural and historical conditions, existing in the form of individual elements of culture. The originality of the ethnic picture of the world is completed in the cultural picture of the world, which is expressed in the fact that in every culture people perceive the world in their own way and therefore create unique images of this world [10].

The cultural picture of the world is an integral system of images, ideas, knowledge about the structure of the world and the place of a person in it as well as information about the relationship of a person with reality, nature, a person with himself through the reflection of the real world through the concepts formed in the process of cognition of the world by a man on the basis of both collective and individual experience.

The cultural picture of the world is specific to each culture. Cultural values are the main factors that form the cultural picture of the world. Among the variety of values, cultural values are especially distinguished, since they are most closely related to the nature and characteristics of each specific human culture. Cultural values usually include languages, dialects, national traditions and customs, historical names, pieces of folk culture, works of art, outstanding works of intellectual, artistic and religious creativity, unique architectural items, archaeological and ethnographic rare things. And also such cultural values as customs, norms of behavior and consciousness, assessments, opinions, judgments lead to the integration of society, the growth of mutual understanding.

The assimilation of a person based on the traditions, norms, customs, values of the surrounding world and the gradual formation of a system of fundamental and generally accepted values is the basis for the formation in each culture of its own system of values, showing its specific position in the world. Value categories are formed in the human mind in the process of cognitive activity.

Comprehending reality, a person forms his own valuable attitude to the world, and then valuable orientations arise not only on the basis of knowledge and information, but also on the basis of a person’s own life experience while achieving psychological comfort in sociocultural conditions, the cultivation of a strong sense of one’s own identity.

Values are a set of ideas about good and evil. They consist of moral attitudes, principles and the spiritual world of a person laid down in his childhood. The concept of values for each nation includes culture, art, pieces of material and spiritual welfare. At the same time the fact when some values are important to people, and some are not taken into account, depends on the culture. Awareness of the values of one’s own culture comes when one meets representatives of other cultures, when different cultures interact and differences in their values are revealed [11].

To achieve positive results and eliminate situations of misunderstanding in intercultural contacts is possible with the help of deep knowledge of partners’ values. This knowledge helps predict the partner’s behavior, goals, aspirations, desires, ensuring success in communication. The interaction of different cultures implies the ability of people to assimilate the values of other cultures.
A person, as the center of cultural existence, creates opportunities for self-actualization and self-development through his inner abilities, the development of the external changing world with its multicultural space and sociocultural dynamic processes.

A modern inhabitant of the global world simply needs to know and respect the values of the culture of another nation. It is very important to strengthen the trend towards awareness of cultural and historical roots, the origins of spiritual and moral values, the need to study and preserve cultural heritage and ethnic and cultural values. Traditionally the scientists single out moral, aesthetic, historical and other values. Moral values include moral and aesthetic ideals, norms and patterns of behavior. Scientific values are the results and methods of scientific research of cultural activities that have historical and cultural significance. Historical values are the buildings, structures, objects, technologies, historically and culturally unique territories and objects.

Awareness by the world community of the universal human values, among which the most essential are the value of life, the value of peace, the value of environmental safety will help to avoid the so-called global problems, which include relations between man and society, society and nature and interpersonal relations.

Global problems are modern problems of mankind as a whole, on the solution of which its further social progress depends. It is up to a human being to prevent world wars, provide peace for all the people, overcome the gap in the level of economic development between developed and developing countries, eliminate hunger, poverty and illiteracy, prevent catastrophic environmental pollutions, provide humanity with the necessary resources such as food, industrial raw materials, energy sources and prevent negative consequences of scientific and technological progress.

It is an indisputable fact that global problems are generated by the sharply increased scale of the impact of human activity on the world and are largely associated with the rapidity of social development.

Many global problems can be successfully solved in our modern society by affirming the principles of peaceful coexistence and by expanding and intensifying international cooperation. Based on many scientific studies it is clear that a consistent solution of global problems is possible with the establishment of harmonious relations between nature and society.

The role of values in human life is undeniable and their understanding is the key to the preservation of culture. Intercultural communication within the framework of the dialogue of cultures is focused on the recognition of universal human values as the dominant cultural code of the modern globalizing community [10, 11, 12]. In this case, such concepts as local and global cultural environment, hedonism, environmental protection and tolerance are subject to expert analysis.

Sociocultural values include such principles of coexistence and mutual understanding of people as customs, norms of behavior, assessments, ideals and perfection to strive for. On the basis of these principles certain rules of conduct are created that regulate the life of a person in society.

At the same time, a significant part of the socio-cultural values is represented in the sociocultural practice of mankind in the form of objects of material and spiritual cultural heritage: monuments, architecture, fine arts, musical masterpieces, sacred texts, literary works, collections of folk art as well as moral and aesthetic ideals, norms and patterns of behavior, languages and dialects.

Cultural heritage is a spiritual power of all mankind. Passed on from one generation to another, the cultural heritage forms value relations that determine social interaction and national characteristics, creating the identity of culture and the diversity of world cultures. It is very important today to preserve the great cultural heritage of the world.
4 Conclusions

Today cultural exchange is the most important form of humanitarian cooperation and it reflects the real objects of the modern world order. Cultural exchange projects bring together different participants who in their activities solve topical issues of international relations and intercultural communications. International organizations are a reflection of modern approaches to cultural cooperation and demonstrate the diversity of areas of modern cultural exchange.

At present the protection of historical and cultural monuments is one of the priorities of the civilizational part of the world community. The protection of world’s cultural items is an important task for states and authorities, public organizations and all the citizens. Cooperation in the preservation of cultural heritage, the protection of historical and cultural monuments is an essential part of international cultural communication. Each state seeks the opportunity to strengthen and develop mutual cultural communication [13].

The loss of cultural heritage sites is irreplaceable for the whole world. The rapid growth of the threat of destruction of natural and cultural values has prompted people to realize that great efforts are needed to preserve the achievements of the cultural identity of nations. Monuments of history and culture contribute to the definition of national self-identification and are a specific form of social protection from negative processes as well as the protection of historical and cultural monuments and cooperation in this area is a wide field for international interaction.

International cultural cooperation is the foundation for modern international relations in the humanitarian sphere. Multilateral ties reflect the political features of modern international relations and cultural processes in the world. They confirm such urgent problems as globalization, the internationalization of culture and the democratization of international relations.

Cultural cooperation within international relations is the cooperation of foreign partners, which is carried out through participation in international and regional organizations in the field of culture, science and education, in the world cultural events, conferences, and artistic activities.

Currently, the leading international organization in the humanitarian field is UNESCO - The United Nations Educational, Scientific and Cultural Organization. This organization was founded in 1945 to promote peace and international security by developing cooperation among people in the sphere of education, science and culture in the interests of universal observance of justice, law and human rights.

UNESCO is a source of international law, i.e. an organization that has the ability to develop and adopt international acts on education, science and culture. In the field of natural sciences UNESCO’s programmes include researches concerning biosphere, ecology and climate as well as freshwater resources and their associated ecosystems.

UNESCO pays special attention to the problems of ethics and human rights, in particular, the observance of human rights, the fight against discrimination, and the promotion of constructive dialogue of world cultures through the social and human sciences that serve the cause of peace and world development. The organization strives to make human rights and anti-discrimination an essential and important component of scientific research works. In the field of science and technology, UNESCO is developing ethical guidelines, standards and legal instruments.

The cultural activities of UNESCO are aimed at supporting creative activity, studying and developing cultures, protecting world heritage, works of art, monuments as well as original cultural traditions, which, being united in the field of this concept, are now perceived as a kind of space of achievements that unite all the people.
In 1976, the World Heritage Foundation was established. The World Heritage is understood as natural or artificial objects, the priority tasks in relation to which are preservation and promotion due to their special cultural, historical or environmental significance. The main goal of the projects included in the World Heritage List is to make known and protect the unique objects of the world cultural and natural heritage.

Today UNESCO’s interdisciplinary projects reflect the problems of international relations and the development of mankind and acquire special significance.

Modern cultural ties are distinguished by considerable diversity, wide geography, and proceed in various forms and directions of international cooperation. The processes of democratization, integration, cultural exchange in the system of international relations unite the peoples of the world. The most important areas of intercultural dialogue in the context of globalization are cultural ties which serve as the foundation of modern international cooperation.

Thanks to various forms and directions, international cultural dialogue contributes to the human relations in the world, helping people of different nationalities to get to know and understand each other better, forming a new communicative space while preserving universal human values.

References