

OVERCOMING CULTURAL BARRIERS THROUGH SOCIAL COMMUNICATION

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No one will deny that under the current conditions when so many Ukrainians have left Ukraine fleeing from war, the issue of cultural barriers is becoming more and more relevant. People have found themselves in the situation when it is necessary to adapt to a new environment. The forced displacement of millions of Ukrainians due to the ongoing war has exacerbated the challenges of cultural adaptation. Seeking safety in foreign countries, they encounter a variety of cultural differences that can have a strong impact on their integration and well-being.

The diversity of cultures, languages, traditions, ways of life and thinking create both opportunities for interaction and challenges for understanding. In our opinion, social communication is one of the most effective tools to overcome the barriers.

We share the interpretation that cultural communication barriers are obstacles that hinder effective communication between individuals from different cultural backgrounds [1].

Cultural barriers can arise due to various factors, often stemming from a lack of understanding or appreciation for cultural differences. We have grouped them in six categories that include lack of awareness, different frames of reference, language barriers, ethnocentrism, different communication styles, and culture shock.

Lack of awareness is manifested in ignorance and stereotypes. People may be unaware of the cultural norms, values, and beliefs of others. Also, preconceived notions and stereotypes can hinder understanding and create barriers.

Different frames of reference include values and beliefs as well as experiences. Disparities in cultural values, beliefs, and worldviews can shape perceptions and interpretations. Experiences and cultural backgrounds can influence how people understand and respond to situations.

Language barriers can take place due to translation errors and limited vocabulary. Misunderstandings can arise due to inaccurate translations or cultural nuances lost in translation. A lack of proficiency in the target language can impede effective communication.

Ethnocentrism lies in belief in superiority that one's own culture is superior to others resulting in prejudice and bias. Resistance to change can also be the result of ethnocentrism, which can make it difficult to adapt to new cultural perspectives.

Different communication styles reflect in verbal cues, variations in tone, and volume as well as non-verbal cues (differences in eye contact, gestures, body language and personal space. Cultural differences in communication styles can range from direct and assertive to indirect and subtle.

The barriers can lead to cultural shock. The experience of cultural shock, which often occurs when individuals are immersed in a new culture, can create emotional barriers and anxiety. Adjusting to a new cultural environment can be challenging and stressful.

Social communication plays a key role in overcoming cultural barriers. It allows spread information about different cultures, promote intercultural dialogue, form tolerance and respect for cultural diversity, promote socialization and integration. Mass media, social networks and other communication channels can promote mutual understanding between cultures, debunking stereotypes and myths. People can exchange thoughts, views and experiences, integrate into a new cultural environment through social communication.

Social communication tools to overcome cultural barriers include mass media, social networks, educational institutions, cultural events, etc. Television, radio, newspapers, magazines can contribute to the dissemination of information about different cultures and the formation of a positive image of other peoples. Social networks provide an opportunity for direct communication between people from different countries, which facilitates the exchange of cultural experiences. Schools and universities can include intercultural communication courses in their curricula to help young people better understand other cultures. Festivals, exhibitions, concerts and other cultural events contribute to getting to know different cultures and bringing people together.

As practice shows, communication with representatives of other cultures at the personal level is a clash of different views on the world, during which communicators are unaware of cultural differences in views, see the world from their point of view. An empathic approach can form intercultural awareness. First of all it is about the development of the ability to perceive others, to be aware of common features as well as differences between different cultures [2].

Despite the great opportunities, social communication faces a number of challenges. The spread of fake news and misinformation can lead to deepening cultural differences and reinforcing stereotypes. Social networks can contribute to the formation of "echo chambers" where people only hear opinions that confirm

their own. Not all people speak foreign languages, which makes intercultural communication difficult.

Thus, overcoming cultural barriers is a difficult but necessary task in today's world. Processes of globalization, entering the international space today are typical for Ukrainian society and demand fundamental changes in all spheres of social and political life [3]. Social communication has great potential to overcome cultural barriers. Thanks to the development of technology and the growing awareness of people about the importance of intercultural dialogue, we can hope for a more tolerant and inclusive society. Through joint efforts, we can create a more peaceful and mutually respectful world.

References

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ПЕРСПЕКТИВИ РОЗВИТКУ АГРАРНОГО СЕКТОРУ ЧЕРЕЗ ПРИЗМУ ІНФОРМАЦІЙНИХ ТЕХНОЛОГІЙ

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Цифрова економіка є невід'ємною складовою економічного розвитку та відіграє вирішальну роль у модернізації національної економіки в умовах сучасних викликів і глобальних змін. Впровадження інновацій в аграрний сектор через діджиталізацію створює нові можливості для бізнесу шляхом скорочення витрат та оптимізації використання ресурсів.