

PHILOSOPHY

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Socio-philosophic analysis of youth intercultural communication formation

It is considered the social and philosophical analysis of the problems of intercultural communications in the context of globalization, the expansion of the information and communication space, when the development of the cultural characteristics of other countries should take place along with the preservation of the national culture. The scale and intensity of intercultural contacts create the need for constant comprehension, interpretation and comparison of elements of one's own and another's culture. The authors note that effective and accurate intercultural communication is necessary to ensure success in today's space. In the course of the study, the authors identify ways of interacting with representatives of other national cultures. The article deals with the concept of "cultural shock" and "language barrier", as well as ways of overcoming them using the example of the work of the Kabardino-Balkarian state university, where students from different countries study. The authors focus on the main problems of misunderstanding of representatives of different national cultures studying at the university, as well as ways of overcoming them.

Key words: globalization, informatization, culture, values, intercultural communication, cultural shock, language barrier, cultural relativism, ethnocentrism, adaptation, students.

January 11, 2019
