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г.Кокшетау, Казахстан**ЯЗЫК КАК ИНСТРУМЕНТ МЕЖКУЛЬТУРНОГО ДИАЛОГА:  
КАК ЯЗЫКОВЫЕ РАЗЛИЧИЯ И СХОДСТВА ВЛИЯЮТ  
НА КОММУНИКАЦИЮ.****Sofia I. Mantaridi**[sofiyamantaridi@mail.ru](mailto:sofiyamantaridi@mail.ru)Kokshetau University named after Abaya Myrzakhmetova,  
Kokshetau, Kazakhstan**LANGUAGE AS AN INSTRUMENT OF INTERCULTURAL  
DIALOGUE: HOW LANGUAGE DIFFERENCES  
AND SIMILARITIES AFFECT COMMUNICATION.**

It's no secret that language is the most important component of human communication. This is the most powerful weapon invented by mankind. With language, we can cheer up a person, compliment him, give him a smart advice, direct his energy in the right direction, make him feel confident and happy. But also, with our language, we can do very bad, cruel and irrevocable things: offend a person, touch him to the quick. For example, it is incorrect to touch on the topic of human culture, religion, and faith. We all know the language, but do we know how to use the word? Do we know how to choose the right, appropriate words for a particular topic, and does language have the advantage of influencing intercultural dialogue and communication with people of another culture? If so, how does he do it?

So, English plays a key role in intercultural communication, especially in our time of globalization of political, economic and cultural cooperation. Today, one of the most relevant topics is the question of the relationship between language and culture, because it is believed that communication between different cultures is shifting to interpersonal communication. This is especially true when there are differences between representatives of cultures, inconsistencies, difficulties in understanding each other's cultures and mentalities. In the book by E.M. Vereshchagin and V.G. Kostomarov, this topic of cultural differences and the role of language in this topic are particularly clearly raised[1]. They represent the language as a reflection of the values, concepts and spirituality, customs and traditions of the people. Thus, we come to the conclusion that language is inextricably linked with culture. He symbolizes it, and he broadcasts it directly. It is through broadcasting someone else's culture that we learn something more about it. We get acquainted with the cultural image of the people, with their national character.

According to the theory of the American anthropologist F. Boas, the role of language in culture is so important that we simply cannot understand one without

the other[2]. As for linguistic research, for them, an important part in studying the culture of another people should also be the study of their psychology. This implies the main rule of communication with a representative of another culture - the need to take into account the psychology of another culture.

Firstly, the use of phraseological units. We know that phraseological units cannot be translated verbatim, you cannot replace and add your personal words to a ready-made phraseological unit, because otherwise there is a misunderstanding and you can get into an awkward position in front of the interlocutor. Imagine this situation: you are discussing with a foreigner some of your bad habits, and you want to say that you will easily quit it, without difficulties. You decide to use the phraseology: "cold turkey" (which means to quit something, a bad habit), but instead of the word "turkey" you decided to put your word "chicken", because it would seem that the meaning has not changed, as the bird was and remained. But for a foreigner, the meaning has changed. Now this phraseology does not show your willingness to quit your bad habit, but only shows your ignorance and inability to correctly use foreign phraseological units in your speech. Also, similar examples can be included here:

- instead of "break the ice" (to melt the ice, start communication), use "break the glass" (takes a literal meaning);

- instead of "the elephant in the room" (there is an obvious problem that needs to be solved), use "the elephant in the closet" (which takes a literal shade);

- instead of "pull someone's leg" (to make fun of someone), you can say "pull someone's arm" (it will sound ridiculous, since it loses its humorous meaning) etc.

Based on these examples, it can be understood that the use of irony and phrases with hidden meaning in communication with a foreigner is possible only if you are absolutely sure of their correctness, because otherwise they simply will not understand them, or worse, you can offend them.

Secondly, it is important for you to remember when interacting with a foreign culture its peculiarities in manifesting itself in society. Political correctness is an important component here. We need to know how to behave correctly in a given situation. How to present ourselves correctly in different societies. When communicating with a representative of a foreign culture, it is also worth remembering which topics are appropriate and inappropriate to discuss in their society. Tolerance can serve as an example of such a manifestation. We know that the Americans and the British are quite tolerant people. Since childhood, they teach their children not to judge a person by their skin color, nationality, sexual orientation, etc. Therefore, when communicating with a foreigner, try not to touch on the topic where you are expressing your opinion or condemning any nation, people and their peculiarities and foundations. Be careful when choosing your phrases and avoid dubious anecdotes if you are not sure that they can be correctly understood. Also, this can include the use of euphemisms (words that are used to mildly replace a rude word, expression). For example, "died" can be used as "passed away", "poor" can be used as "economically disadvantaged", use "recreation room" instead of "toilet", use "senior citizens" instead of "elderly people", etc.

Thirdly, non-verbal communication. Communication is not based solely on language and speech. Probably, your facial expressions, gestures, and body language play an even greater role, since they convey your real emotions and reactions to certain actions and statements of your interlocutor. Therefore, be careful and try to monitor your facial expression and body movement when communicating with people of another culture, as there is always a risk of showing or doing something wrong. For example, it is not advisable to use our Russian gesture with raising two fingers on your hand, imitating the number two, as this may be taken as an insult to an Englishman. Also, while in an institution, you should not rudely wave your hands or fingers to attract attention. You can usually use polite expressions like: "Excuse me," "could you help me?" etc.

As for my personal experience with interacting with another culture, I encounter this every day, as I study foreign languages (English and German). Throughout my studies at the university, I managed to conduct an analysis and a small study of how deeply teachers immerse us in studying and even interacting with foreign culture. I want to say that I was pleased with the results. In almost every lesson, teachers try to enlighten us not only educationally, but also spiritually and culturally. Quite often we listen to foreign music of the 60s and 70s while practicing listening at the same time. Also, we often read fiction, where we conduct an in-depth analysis of each character, try to understand his nature, thoughts, and think about why he did this. We study the words that we find in these books for a better understanding of foreign culture and its features. In general, according to my small research, I realized that immersion in foreign culture in our classes occupies one of the leading positions, and its purpose is to involve us, students of a foreign faculty, as much as possible, to interest us, to make us feel this culture, to become a small part of it. I think such tasks and activities are very important for students of foreign language studies, as it fills them with special energy and makes them feel the atmosphere and essence of the culture they study.

To sum up, I want to say that it doesn't matter which culture you are in dialogue with. What matters is how much you understand the importance of language in building your communication. After all, language is just a conductor of your inner self, it only helps you in producing and broadcasting your knowledge about the importance of language's influence on differences and similarities in intercultural communication. And he influences, as we have already found out very, very strongly, since his main task is to make sure that these differences are not a red thread in the communication of two cultures, but to focus more on similarities and the exchange of worldviews.

### References:

1. Kostomarov V.G. Language culture. M., 1973. 232 p.
2. Boas F. Linguistics and literary studies
3. Sadokhin A.P. Introduction to the theory of intercultural communication. M., 2014. 254 p.