

JEL Z10; Z19

DOI: 10.46361/2449-2604.7.3.2020.77-85

## ენისა და კულტურის ურთიერთგავლენა კულტურათმცოდნეობის კომპლექსურ კვლევაში

### თამარ დიასამიძე

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თანამედროვე მსოფლიოში შექმნილ ვითარებაში, როდესაც საყოველთაო საზოგადოება მიდის გლობალიზაციის გზით, განსაკუთრებულ მნიშვნელობას იძენს კულტუროლოგიური ხასიათის კვლევები, რომლებიც აყალიბებენ ზოგადსაკაცობრიო კულტურის სახეს და ამავე დროს, იძლევიან თვითმყოფადობის გამოვლენის საშუალებას. ეკონომიკურმა, პოლიტიკურმა თუ სოციალურმა ცვლილებებმა განაპირობა გაზრდილი მიგრაცია, და შესაბამისად მათ შორის კულტურული კონფლიქტიც. მიუხედავად იმისა, რომ გაიოლდა ხალხთა შორის ურთიერთობა, გაგების პრობლემამ მაინც იჩინა თავი. ეს პრობლემა ერთერთი ცენტრალურია თანამედროვე ეპოქაში, რომელიც ცდილობს გადაჭრას იგი კულტურათმცოდნეობის დიალოგის, ურთიერთგაგების გზით.

თანამედროვე მეცნიერების ყურადღების ცენტრშია მოქცეული ენის, ცნობიერებისა და კულტურის რთული ურთიერთგავლენა, როდესაც ენაში აისახება ყოველი კონკრეტული ეთნოსის კულტურული ცნობიერების ფაქტები, ხოლო ენობრივი კატეგორიები თავის მხრივ გავლენას ახდენს ადამიანის ცნობიერებაზე, განსაზღვრავს მისი აზროვნების ტიპს, მსოფლალქმას, ღირებულებების სისტემასა და სოციალურ ქცევას. როგორც ცნობილია, ადამიანის მიერ სინამდვილის აღქმა განსაზღვრულია იმ კულტურით, რომელსაც იგი მიეკუთვნება, რაც აისახება მის ენაში.

ზემოთქმულის გათვალისწინებით, ენათმეცნიერება ენას განიხილავს როგორც „სისტემას მოქმედებაში“. თანამედროვე ლინგვისტიკაში ადამიანი განიხილება ენათმეცნიერების „მთავარი ობიექტად“ და რადგანაც ენის შემოქმედი ადამიანია, ბუნებრივია, რომ კომუნიკაციური ლინგვისტიკა ორიენტირებული იქნება ადამიანზე, როგორც მეტყველ სუბიექტზე.

ზემოთ ხსენებულიდან გამომდინარე, ნაშრომი მიზნად ისახავს ვერბალური თუ არავერბალური კომუნიკა-

ციის, თავისებურებების გამოვლენას, როგორც ენობრივ კულტურული ფენომენის, არავერბალური კომუნიკაციის ნორმების ზოგადი ეთნიკური ან ეროვნული რაობის განსაზღვრას.

მიზნის მისაღწევად ჩვენ დავისახეთ შემდეგი კონკრეტული ამოცანა: არავერბალური კომუნიკაციის ურთიერთდამოკიდებულების გამოვლენა და კულტურათმორის კომუნიკაციაში მისი როლის დიფერენციაცია.

პრობლემის აქტუალობა განპირობებულია, არავერბალური ნიშნების სწორი ინტერპრეტაციის ცოდნით, რომლის გათვალისწინებაც აგვარიდებს კულტურათმორის კომუნიკაციაში ხშირი კონფლიქტებით გამოწვეულ გაუგებრობას.

**შემოსულია რედაქციაში:**

ნოემბერი, 2020

**რეცენზირებულია:**

დეკემბერი, 2020

*საკვანძო სიტყვები: ვერბალური, არავერბალური კომუნიკაცია, კულტურათმორისი კომუნიკაცია, ენობრივი ბარიერი.*

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DOI: 10.46361/2449-2604.7.3.2020.77-85

## THE INTERACTION OF LANGUAGE AND CULTURE ON INTERCULTURAL COMMUNICATION

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In the course of the modern world building when the entire world is gradually being globalized, cultural studies attracted special attention that build the universal culture, and meanwhile expose the national identity.

The recent social, political, and economic changes in the world led to the unprecedented migration of the nations and the cultural conflicts respectively. Though the relationship among the nations is easier to establish, they also face problems of understanding. This is one of the most fundamental problems today when attempts are made to solving through cross-cultural dialogue and mutual understanding.

Nowadays, each culture is the subject of the comprehensive research by the contemporary sciences, and every aspect of its existence is under the magnifying glass (lifestyle, world vision, consciousness, mentality, nationality, character, product of the spiritual and material activity).

The contemporary science focuses on the complicated mutual effect among the language, consciousness, and culture; the language reflects the cultural consciousness of the specific ethnos, whereas the language categories, on the other hand, affect the consciousness of the people shaping the types of their mentality, world vision, values and social behavior. Therefore, the perception of the reality by people is conditioned by their belonging to a certain ethnical group and culture, which is reflected in the language. In other words, the language is a kind of the code which pierces every process of thinking and forms a personality – bearer of a certain language, and thus the world vision encoded within.

The linguistics studies the language as ‘a system in action’. The contemporary linguistics views an individual as the main subject of the linguistics and since the creator of the language is a human being, naturally, the communicative linguistics orients on a human being as a persona lingua.

Respectively, the aim of the thesis is to study the communication as a linguistic and cultural phenomenon and

peculiarities of its verbal and non-verbal dimensions.

The aforementioned aims may be accomplished by achieving the following objectives: identification of the interrelation between the linguistic processes and non-verbal communication, and differentiation of their role in the communication. The need for tackling the given problem is also conditioned by the correct interpretation of non-verbal signs which shall be considered to avoid frequent conflicts due to misunderstanding.

**Edited by:**

November, 2020

**Reviewed by:**

December, 2020

**Key words:** *verbal nonverbal communication, interpersonal communication, linguistic barrier.*

Every person represents a specific culture, and is different from the representatives of other cultures. He perceives his own culture subconsciously, especially in the early years of growth and development; as if an individual is placed inside the cultural frames and sometimes does not realize the phenomenon and specific aspects of the own culture. In the process of growing, a person tries to analyze his own values, norms of behavior, and decides what is acceptable for him and what is not.

According to P.Sorokin, culture is a consolidation of values and norms that people have; and also consolidation of the bearers of these values who give the meaning to it [6].

The nature of culture is very wide and complex. It is being studied by the researchers of social and humanitarian sciences. Modern researchers agreed to consider culture as processes of defining the meaning. Sociology of culture is using the synthesis of interdisciplinary methods of approaching and principles of sociology and therefore studies the processes of defining the meaning in three directions: definition of meaning in everyday life, institutional management of the meaning, and general frames of mentality, which are creating the meaning.

The culture not only affects the communication, but is also influenced by it. It often happens during cultural integration, when a person perceives the norms of culture using different ways of communication. We perceive the culture in different ways. For instance, an American child, when being taught that he has to shake hand when meeting someone, is creating his own culture. We influence our culture by observing, reading, listening to strangers, communicating with friends and strangers, and this later becomes one of the ways of communication. Finally, distinguishing aspects of the culture can be interpreted as the difference between verbal

and nonverbal codes in specific context of communication. The process of interpretation is influenced by age, gender, profession, and social status of communication.[3].

Communication and culture influence each other. . As we know, The way people communicate can change the culture they share. for effective communication is essential to understand of each other's culture, especially the knowledge of how each society conveys meaning. local habits Ignoring cultural differences, customs, rules or norms, may cause some communication problems . It is worth remembering that good communication unites, rather than divides.[5].

Intercultural communication is a way to know and understand how people from different cultural background communicate with each other. Studies shows that, intercultural communication usually starts from the differences between distinct cultural groups then study the interaction between these groups.

Culture and Communication are the main parts of intercultural communication. That's why, for the term 'intercultural communication' to be clearly understood, it is important to understand the meaning of the terms 'culture ' and 'communication ' as well.

The world of communication is divided into three parts: (1) words, (2) material things, and (3) behavior.[1] notes that "words are the medium of business, politics, and diplomacy. Indicators of status and power usually are Material things . Behaviour provides feedback on how others feel and includes techniques for avoiding confrontation".

G. Miller and M. Steinberg assume that "when people communicate, they make predictions about the effects, or outcomes, of their communication behaviors; that is, they choose among various communicative strategies on the basis of predictions about how the person receive-

ing the message will respond”.[4]. Awareness of making predictions differs with the degree to which we are aware of alternative outcomes of interactions. In making predictions, interlocutors rely on their knowledge of past events and expectations about future events.

Verbal and non-verbal communication are parts of communication . Every culture has a language system, which allows the members of the culture to communicate with each other. In science, different forms of linguistic communication have been named as the verbal mean of communication. The most common one is the ability of speaking, because speech is used to receive and send most of the information. Verbal communication includes both spoken or written language. For effective communication , it is important to use a language sufficiently, both in spoken and written form. Nowadays, the needs of multicultural people is growing rapidly, as it is inevitable to encounter people from different countries with no common verbal communication. And so the ability to use another language would increase the effectiveness in communication., To speak another language proficiently requires efforts a lot of time.

Nonverbal behavior of a person depends on his the psychological condition. It is one of the ways to identify the inside, verbal behavior (in other words speaks differently). Nonverbal communication (body language) is less flexible. At first sight, we might think that nonverbal part of communication is not that important, but reality is different. If these two sources of communication do not match, in other words persons says one thing and his facial expression shows something different, addressee most likely will believe the nonverbal information.

The elements of verbal and nonverbal communication can enrich or substitute each other. Nonverbal communication can enrich verbal.

Nonverbal behavior can contradict the verbal message. Nonverbal behavior can substitute the verbal message, Nonverbal behavior can be a controlling element of the verbal communication.

Every culture has its standards and set of rules about how to behave . So it is impossible for anyone to learn or understand a culture perfectly. All actions are bound to be incorrect in some cultures or insult in someone’s view. Communication between culture are likely to be less effective because of the annulling of culture’s norms. In fact, people would never know if they are expected to follow another culture’s norms or behave normally according to their culture. There are many barriers to communicate across cultural, which are preventing effective communication. there are six barriers in intercultural communication: anxiety, assuming similarity instead of difference, ethnocentrism, stereotypes and prejudice, language and non-verbal misinterpretation

The first barrier is anxiety. Anxiety is a feeling that most people felt in a completely new and different environment. They are harassed, that they don’t know what they are expected to do during the communication transaction. when people are feeling nervous, its quite difficult to be totally focus on the communication process. The common mistakes or appearing fumbling to others are likely to be made when people are anxious. For example, when student are studying in Europe for the first time, most of them become extremely confused or nervous, about their English skills. And this could lead to common mistakes, misunderstanding in accent or pronounce.

Assuming is also a barrier when communicating across culture. In a new culture, it is natural and typical for people to behave the same way as in their culture. However, people forget the important differences and the result is miscom-

munication and misunderstanding. No doubt that each culture is unique and distinguish. For example, display of emotions is different from culture to culture. Some cultures might seem to be lacking of emotions, comparing to other cultures. Moreover, the situation is also the same if people only assume difference instead of similarity. This could make people become unaware of the common things between culture. For That's why it is better for people don't shame to ask questions.

The third barrier that effects on intercultural communication is Ethnocentrism. It means to "negatively judging aspects of another culture by the standards of one's own culture" [2]). For example, some people believe that their customs or rules are right and others are wrong ,but every culture has its rules and standards and are different from each other . It must be mentioned that ethnocentrism has negative effects on intercultural communication.

Stereotypes and prejudice are both challenges to intercultural communication. Both terms are referring to making judgments about a person based on a group's common values. Stereotypes is a broad term and can be used for either negative or positive judgment about individuals. Meanwhile, prejudice usually refers to unjust behaviors and hostility towards a group, race, religion or sexual orientation.

"What we see, the most readily available image, is what we expect to see.", [2]. stated. Stereotypes are one's expectation about someone or something based on the basis knowledge about it. With the way human perceive things, people can easily reject any information that is not related to their expectation. For example, in a correcting grammar exercise, when people are asked to correct 'finish' into 'finnish', most of them would overlook this mistake in spelling as they are not expecting this kind of mistake. Stereotypes are

used by every culture but it can impede communication. Most people gain the information about stereotypes from movies, news and maybe from other people's perspective. Those information cause people to assume a widely belief is true when the information might not be true or apply to every single individual. Therefore, they also have a negative effect on the individual stereotyped as well. The mentioned individual can be distracted or misjudge because of those stereotypes. However, not all stereotypes are negative judgments.

Prejudice usually refers to irrational dislike based solely on the individual's belief. The highly prejudiced persons are identified to have an authoritarian personality. They tend to overgeneralize things. They are not likely to change their attitudes or beliefs, even when they face new and conflicting information. Prejudice exists in all cultures around the world. For example, people's hostility towards black people. Even when the world is changing, there are still many people view black men as bad guy. Or some people's dislike towards the GLBT community. Prejudice prevents an effective communication since the person might completely reject the new information that doesn't suit their standards or beliefs.

For people with the same cultural background, same native language, it is expected for them to understand the meanings better as their ways of thinking are similar. However, in intercultural communication, people from different cultural groups tend to misinterpret each other's meanings. Therefore, language is an obvious obstacle to intercultural communication. Even when cultures use the same language, there are still differences, such as vocabulary differences. There is no way to translate a language perfectly. For translation problems, Sechrest, Fay and Zaidi five possible problems: lack of vocabulary equivalence, idiomatic equivalence, grammatical syn-

tactical equivalence, experiential equivalence, and conceptual equivalence [2].

Verbal and non-verbal communication is a mix of Effective intercultural communication .distinguishing aspects of the culture can be interpreted as the difference between verbal and nonverbal codes in specific context of communication. The process of interpretation is influenced by age, gender, profession, and social status of communication. Therefore, we can define cross-cultural communication as a consolidation of different forms of communication, or as communication between representatives of different cultures and between their groups.

Different forms and nature of communication gives us the opportunity to discuss the fundamental differences between verbal and nonverbal communication. Nonverbal communication is always social, with their help we can understand the current state of the addresser, but we will not be able to know about the events that happened somewhere else.

If a person wants to hide his intensions, he can control what he says, but nonverbal elements are practically impossible to control. This is why in fact we have many mistakes in communication, which are evoked by the nonverbal behavior. For example, while having a conversation one of the participants scratched his nose, and the partner concluded that the person was lying, but the truth was that the nose was really itching.

Elements of nonverbal communication are

used spontaneously. They are created by the part of central nervous system responsible for communication. Of course, nonverbal elements can be controlled at some level, but even on the highest level of self-control it is possible to “leak” the information.

### Conclusion

It is impossible to know exactly what is on the other person’s mind. One can only assume based on the deciphering verbal and non-verbal signals received from the sender and also considering belonging to a particular nationality.

Communication is also unique to each situation; neither culture nor communication are unchanging concrete realities.

The main provisions of the research, based on its aims and objectives:

- It is acknowledged that the efficiency of the effective communication significantly depends on verbal and non-verbal signs.
- The effectiveness of the communication is pre-conditioned not only by the extent of understanding of the meaning but also by the ability to comprehend correctly the speaker’s actions.
- The fundamental factor in the non-verbal communication is the culture. One and the same gesture may vary in different cultures. We believe, verbal and non-verbal signs should be used especially careful and attentive when communicating with foreigners



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