

УДК 81'22:316.77

Вязова Р. В.¹, Хомяк Л. В.²

1 канд. філос. наук, доц. Запорізького національного університету

2 викл. НУ «Запорізька політехніка»

INFLUENCE OF LINGUOSEMIOTIC FACTORS ON THE EFFECTIVENESS OF INTERCULTURAL DIALOGUE

The intercultural dialogue is an essential component of the modern globalized world. The reciprocal interchange between the representatives of different cultures is an indispensable part of social, economic and political life. The effectiveness of such a dialogue lies in the presence of factors that are of particular importance in the linguistic aspects. Linguosemiotics, as a science, which researches the interconnection of language and sign systems, helps to understand how non-verbal elements influence the intercultural communication.

Linguistic factors embrace both language and non-verbal sign systems that are used to convey information. They can facilitate both mutual understanding and become a source of communicative barriers.

Language factors include changes in grammar, semantics and phonics, which can lead to incorrect meanings. For instance, homonyms can have different meaning in different languages, which complicates interpretation and understanding. In addition, some cultures have specific language constructions, which determine the

communicative style, for instance, the indirect style in Oriental cultures in comparison with more direct and transparent one in Western cultures.

Gestures, facial expression, symbolism and colour associations also play an important role in the international dialogue. For example, in Western cultures the gesture «thumb up» means approval, while in Middle Eastern countries it can be used as assaulting gesture. Similarly, the white colour in Western cultures symbolizes purity and sanctity, whereas in most Asian cultures it is associated with mourning [1].

Linguosemiotic features can also consolidate stereotypes and bias. For instance, the use of certain language constructions and symbols can consolidate cultural cliché what complicates the perception of other cultures [2, с. 469–480].

For an effective intercultural dialogue, it is necessary to develop strategies that are aimed at overcoming linguosemiotical barriers. One of the key strategies is the development of intercultural competence which entails the knowledge about the features of different cultures and their sign systems; the understanding of cultural context; the avoidance of stereotypical thinking and the development of tolerance and empathy in communication [3, с. 107–113].

Another effective approach is the use of universal sign systems which simplify communication. For example, international symbols and standardized visual signs help to avoid misunderstanding in a global space. Current technologies, such as automatic transfer and adaptation to content, also play an important role in overcoming language barriers. The use of artificial intelligence for the analysis of the cultural context allows to significantly improve the accuracy of the transfer and the effectiveness of communication.

Thus, linguosemiotic factors play an important role in intercultural dialogue, influencing the accuracy and effectiveness of communication. Understanding these aspects helps to avoid misunderstandings, form tolerance and ensure successful interaction between representatives of different cultures. The introduction of intercultural competence, the use of universal sign systems and the use of modern technologies are key tools for overcoming barriers in the global communication space.

СПИСОК ВИКОРИСТАНОЇ ЛІТЕРАТУРИ

1. Веклич Ю. І. Порівняльна семантика лексем позначення білого та чорного кольорів у культурах країн світу [Електронний ресурс] / Ю. І. Веклич // Вісник психології і педагогіки. – 2014. – № 16. – Режим доступу : <http://www.psyh.kiev.ua/> (дата звернення: 29.03.2024).

2. Савчук Н. І. Лінгвокультурологічний аналіз мовних стереотипів та їх вплив на міжкультурну комунікацію [Текст] / Н. І. Савчук, О. В. Слаба, Л. О. Пашіс // Вісник науки та освіти. – 2024. – № 10. – С. 469–480.

3. Шевченко О. Л. Проблеми подолання бар'єрів міжкультурної комунікації [Електронний ресурс] / О. Л. Шевченко // ДВНЗ «Київський національний економічний університет ім. Вадима Гетьмана». – 2018. – С. 107–113. – Режим доступу : https://ir.kneu.edu.ua/bitstream/handle/2010/25100/Sh_107-113.pdf (дата звернення: 29.03.2025).