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LANGUAGE SOCIALIZATION IN THE CULTURAL DIVERSITY

Modern students are members of a cultural community. In order to be an active and competent member, they not only have to learn the language, but in conjunction with the cultural norms, rules and routines of their community. In other words, they have to acquire both linguistic and cultural competence [5]. Socialization is the process of creating a social self, learning one's culture and learning the rules and expectations of the culture. Language socialization research investigates how the processes of linguistic and cultural development are interlinked, and how these processes vary across cultural contexts, the process of learning to use a language in a given community. Cultural context includes what community members believe about language and its use − values and ideas concerning language and its users.

Nowadays the university is an artificial institution set up for the purpose of socialization and cultural transmission. Among the most important agencies of socialization is the university; i.e. other than the home, the school is the other important institution in which socialization takes place.

This is the case for children growing up and learning the languages and cultures of their parents (primary socialization process), but also when they are entering and becoming part of a new community. At the present time, most students are part of different communities; they are multilingual and multicultural. They have to learn the linguistic and cultural competencies needed for participating in each of their communities by the purpose that bring them together: interest (communities of people who share the same interest or passion); action (communities of people trying to bring about change); place (communities of people brought together by geographic boundaries); practice (communities of people in the same profession or undertake the same activities); circumstance. (communities of people brought together by external events/situations). When entering a new community, students must learn to understand and use linguistic structures in appropriate ways. Besides, they have to learn ways to participate adequately in the cultural practices of the community. The socialization process, by which they become multilingual and multicultural, takes place in intercultural contact with members of the community, both in formal life organized in institutions as in informal daily life and/or in online communication. The reason is simple. As humans, we are primarily social creatures, and language is the basis of socialization.

How the modern university performs the function of socialization: knowledge of basic intellectual skills such as reading, writing, verbal expression, quantitative and other cognitive abilities; education teaches languages and allows people communicate with each other according to positions in society; cultural achievements of ones society; opportunities to acquire social and vocational abilities which are necessary in order to make one a social, useful and economically productive member of the society; gender roles as perceived as suitable roles by the society; educational systems socialize students to become members of society, to play meaningful roles in the complex network of independent positions; education helps in shaping values and attitudes to the needs of the contemporary society; education widens the mental horizons of students and teaches them new ways of looking at themselves and their society; education offers students opportunities for intellectual, emotional and social growth, thus education can be influential in promoting new values and stimulating adaptation of changing conditions; education teaches the laws, traditions and norms of the community, the rights that individuals will enjoy and the responsibilities that they will undertake; informally and especially through social clubs, the university enables the student to learn a number of other social roles and skills which are also important for his/ her overall development as a member of society.

Today the world is characterized by an ever-growing number of contacts resulting in communication between people with different linguistic and cultural backgrounds [1]. This communication takes place because of contacts within the areas of business, military cooperation, science, education, mass media, entertainment, tourism but also because of immigration brought about by labor shortage or political conflicts. In all these contacts, there is communication, which needs to be as constructive as possible, without misunderstandings and breakdowns. It is our belief that research on the nature of linguistic and cultural similarities and differences can play a positive and constructive role. Recognizing the role of languages leads to successful socialization [2].

The face of the workplace for students is changing. Today's workforce is made up of a very diverse population of individuals from every part of the world, which creates dynamic multiracial and multicultural organizations: more women, more ethnic minorities, and more immigrants are entering the work force [4]. As a result, the workplace is increasingly multicultural. Such

diversity brings with it many differences in skills, abilities and experiences. In the today's job market employers look for job candidates who have good communication and interpersonal skills and are team players [4]. In this competitive world, companies and firms expect their employees to have powerful communication skills to be successful at the workplace. Those skills are increasingly important as the EU work force expands to include a wide variety of cultures as culture is a set of learned attitudes, behaviors, and the other things that comprise a way of life. Although future emploees will share their organization's culture with their co-workers, it's unlikely that they will share their personal culture with all their co-workers. They will find many 'ways of life' represented in the workplace. Depending on their experience with and exposure to different cultures, their 'comfort zone' with different groups can expand or contract.

The challenge to today's employer is to ensure that its work force's diversity is a source of strength, not one of conflict. Recognize, however, that it is not the sole responsibility of the employer to see that goal achieved; all employees, including today`s students, share in that responsibility.

Miscommunication is a major source of intercultural discomfort and conflict it the workplace nowadays. Communication – verbal, written, and nonverbal – goes beyond what is said, written, or expressed. Many people believe the human ability to communicate through language is the most important faculty that sets us apart from other animals. With over 3,000 languages worldwide, not to mention the huge differences within single languages [5], (which can take the form of either slang or dialects), there is incredible diversity when it comes to what people say, and how they say it [1]. In this way, verbal communication is more limited than nonverbal communication; if language barriers exist and there is no translator nearby, using verbal communication will not be an effective way to relay meaning.

The process of communicating differs among cultures: it is how it is said or written or expressed, when it is said, and why it is said. These things comprise one's communication style. Miscommunication can result when an individual's style of communicating differs from that of another person [2]. In today's workplace, employees will deal with a co-worker whose communication style differs from theirs. Learning how to communicate among cultures is a necessary ability no matter what type of career field future students enter.

There are a number of ways to define communication styles. One common method for determining communication styles is to break them down into the following categories: Passive, Aggressive, Passive-Aggressive, and Assertive [3]. Neither style is right or wrong, but the 'spiral communicator' may perceive the 'linear communicator' as abrupt or rude. The linear communicator might think the spiral communicator is deceptive or indecisive. In each case, there's been a misunderstanding and misinterpretation. Understanding their personal style of communicating, they will go a long way toward helping them to create good and lasting impressions on others.

Some other areas where there commonly are differences in style include [3]:
- Courtesy: greeting styles differ among cultures, for example, as do ways of discussing problems or conflicts.
- Phasing: an example of differences in phasing is when one deems it an 'appropriate time' for a discussion. Leadins to business talk are another example of where differences exist.
- Objectivity: argument styles are an example of objectivity differences. In some cultures, arguing in an impersonal manner is the accepted 'norm'; in others, the argument style is emotional.
- Specificity: employee`s thinking focused on the immediate or focused on the long term. That is one example of specificity differences.
- Assertiveness: there are varying levels of assertiveness that are deemed acceptable. For example, one culture's assertiveness level might lean toward reticence while another tends toward more forwardness in communication.
- Candor: there are also different levels of candor. For example, some cultures value 'telling it like it is' while others value preserving harmony.
- Simplicity: employees present information in simple language, or their sentences more complex.
- Accent: accents vary greatly - even within the same language. Allowing someone's accent to be an excuse for making assumptions about that person is improper.

Modern day students have to keep in mind that when they are unfamiliar with another culture, or when they do not recognize that there is no 'one way' of doing things, it is easy to jump to the wrong conclusions or create a conflict through misunderstanding.By recognizing that there are different styles, by maintaining a strong interest in recognizing the culturally diverse, modern day students will take a big step toward effective communication. Hence, modern day students expect a significant amount of application of modern teaching and learning techniques and methods in educational field also.

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