

**INTERCULTURAL COMMUNICATION:  
MAIN APPROACHES TO ITS STUDYING**

Since its inception, intercultural communication has been formed as an interdisciplinary discipline. However, gradually, as a result of the achievements of various fields of scientific knowledge, intercultural communication has been integrated into an independent discipline with its own subject of study. At the same time, of all the sciences about culture and man, the largest amount of theoretical and methodological knowledge and practical experience in the field of intercultural communication research was borrowed from folklore and ethnology. On this basis, two main areas of research in intercultural communication have developed.

Knowledge of the work of Western scholars leads us to the following conclusion: Intercultural communication is usually studied at three levels: monocultural, cross-cultural and intercultural. Most of the studies conducted at the group level are anthropological and sociological in nature. They were based on two methodological approaches: 1) the understanding of cultures as cognitive systems pursued by W. Goodenough; 2) the opposite approach by K. Geertz, where culture is understood as a "symbolic system" [3].

At the same time, there are three main approaches to understanding intercultural communication in American communication studies today: the functionalist, the interpretive and the critical [4].

The functionalist approach is based on psychological studies that describe and predict the behaviour of communicators. Proponents of this approach believe that human behaviour is predictable and that communication is influenced by culture. Observation is recognized as the main research method here. The interpretive approach is based on anthropological and sociolinguistic research. He proceeds from the fact that culture is created and maintained through human activity and therefore communication should be studied taking into account its context.

The critical approach perceives culture as a set of various spheres that affect both culture itself and communication. Proponents of this approach are convinced that all forms of human interaction are determined by their belonging to power, and consider textual analysis to be the leading research method.

Recently, new areas of research have been outlined in the field of intercultural communication: the influence of mass communication media on society and culture, the development of models of intercultural communication in a certain historical and sociocultural context, analysis of the problems of ethics of intercultural communication, communication in the context of the globalization of culture, mass physical culture communication, as well as studies of indirect and direct forms of cultural communication (communication by electronic means and the Internet).

#### References:

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