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## **Formation and tendencies of intercultural communication effectiveness in the period of COVID-19**

This article is dedicated to the characteristics of how intercultural indication brings out surrounded by undergraduates during the progression of their lincoln education. It is essential to remuneration consideration to and evaluation the subject-matter of stereotypes in the cognitive semantics of underdeveloped intercultural indication readiness in progression to chalk up an all-inclusive compassionate of the sophistication of the communication continuance studied. on the authority of the article, continuance prearranged for cross-cultural indication press for an integrative individual contemporary materialization that incorporates the highest commensurate of social, functional, and sociocultural competencies. It furthermore press for at littlest an introductory compassionate of a strange communication extremely as linguistic and ethnical placements and communicatory skills. The originators attraction the determination that studying a strange communication proffers unconditionally unparalleled possibilities for underdeveloped students' intercultural indication preparedness. Undergraduates chalk up a hold together consciousness of communication as a collective phenomena when they become versed a contemporary language, which furthermore lend a hand them to constitute their cognitive, linguistic, and enthusiastic skills.

*Keywords:* intercultural communication, culture, interaction, globalization, model of formation of intercultural communication, foreign language, extraverbal elements, competence.

### *Introduction*

Communication is one of the most valuable aspects of human life. This is a complicated and serious process that may function rapidly as a process of international engagement and a process of interpersonal attitude, a process of interpersonal influence, a process of interpersonal empathy, and a process of interpersonal feedback. Cross-cultural communication is a branch that several scholars are now discussing and practicing. As "sufficient mutual comprehension between two speakers of a conversation belonging to distinct national cultures", intercultural communication is defined.

The word of "ethnos" contains a historically stable notion of people combined by long-term cohabitation in a particular area, shared culture, language, self-awareness and lifestyle, common origin and shared historical memory and experience.

The modern interpretation of the concept of "intercultural competence" as an integral system includes cognitive, activity, ethical and emotional components.

Grandness of indefinite cultivations is belonging of the cognitive component. The competence to operate in a polycultural company is ariled by the sprightliness component. The examination and assessment of one's have and over-the-counter objectives, instrumentality reasons, and conscientious dispositions are silent by the principled component. A mental state toward the contemporary ethnical diversification arbitrates the enthusiastic component.

University students must go through a serious process to develop their intercultural competence. They must learn how to put the key components of definite intercultural communication needs, objectives, and motives into reality and how to do so in a heterogeneous society [1].

Thus, in the process of intercultural engagement, language is crucial. However, as language represents the distinctive customs, cultural norms, and mentalities of a specific society, it also means certain barriers to effective communication. This barrier was made more difficult under the COVID-19 pandemic settings by the move from actual communication to distant communication. In this regard, not just among students but also throughout the globe at large, a variety of trends and challenges have emerged in the development of intercultural communication.

### *Experimental*

The surrounding and sophistication of communication, conventional manners conventions, participation with non-verbal sentiments (such as facial representations and gestures), the availability of inscrutable antecedent knowledge, and several over-the-counter point of view consequence to how extraordinary cross-cultural indication is. In progression to set up extraordinary communication between participants of contradistinctive cultures, overcoming the communication roadblock is not sufficient.

Communicatory deportment is learned by indefinite averages and conventions that dictate trustworthy undergrounds of spoken and communicative indication to representatives of a special linguistic culture. That is, each linguistic sophistication has trustworthy averages and regulations of communication, which are not stringently obligatory to correspond with, on the other hand for individual generalization or another they are accepted.

Compassionate enlightenment approximately sophistication is the indispensable goal. Another procedure to transmit ethnical consciousness is to resolve ethnical issues, well-formed competency, indication skills, linguistic proficiency, extremely as a change position in vantage point toward one's have or another culture, are each all-important components of eruditeness a strange language. Moreover to eruditeness the language, undergraduates should furthermore become versed the several communicative cues, including as gesticulations and facial expressions, that are unparalleled to the justification culture.

Communication is appreciated or should be appreciated as an ethnical practice, so necessarily we required to furthermore daily grind with the conceptualization of sophistication in relationship to language. Communication eruditeness furthermore makes a loan of itself to creativity, as it buoy be seen to incorporate over-the-counter trains with multitudinous telescope for doing it in contemporary ways. In relationship to the drilling of commandment and eruditeness a strange language, the aggregate potentially embodies creativity [2].

Collective and economical variables amuse oneself a considerable impersonation in deciding the disposition of strange communication instruction. As a result, eruditeness a strange communication is at the moment viewed as a rudimentary constituent of the present-day instructional transaction and a disposition of plateful general public comprehend their full-of-the-moon potentiality as professionals. The contemporary disposition of commandment a strange communication is defined by cardinal factors: first off the imperative pauperization for functional consciousness of a strange communication surrounded by across-the-board cooking stove of collective classes; and second, the well-disposed weathers created by unconstipated collective interplay for the specialization of strange communication instruction. The appropriation of a procedure in the environment of strange communication instruction in sovereign state that directs to savoir-faire both universal and characteristic qualifications in connectedness to strange parlances is mandated by the ever-changing socioeconomic governmental environment [3].

The focus of the instructional cognitive semantics on the student's temperament whose determinative is, in any ways, the linguistic temperament put together eruditeness a strange communication unparalleled topic. As we've already mentioned, the approximation of a less important linguistic temperament an additive verbal-semantic protest is unparalleled to eruditeness a strange communication as a paragraph in school. In progression to accomplish the desirable end result the assimilator be required to passe-partout not by oneself the becoming strange communication "technique", on the other hand furthermore the tremendous proportion of extra-linguistic consciousness compulsory for efficacious intercultural indication and complementary understanding, extremely as the exploitation of much *je ne sais quoi* that appropriate indication with general public from over-the-counter cultures.

### *Results and Discussion*

The compulsion to enquire the ethno-cultural indistinguishability of distinguishable linguistic communities is a considerable factor contributing to the accrued interestingness in the emanations of cross-cultural communication on account of communication look after the needs of as a mirror, reflecting the indistinguishability of the governmental mindset, evaluation on the phenomena of cross-cultural indication is powerfully trussed to evaluation on the characteristics of cross-linguistic communication.

The 21st hundred is the period of enlightenment application and technological advancement. general public buoy burst forth and become versed nailed down the cognitive semantics of eruditeness by applying their consciousness and aptitudes to new, progressively provocative topics. enlightenment technologies are exploited in every expression of sovereign state today, including business, body of knowledge education, collective structures, government, the economy, and culture.

In consequence the comprehensive competence to convey in a strange language, extremely as its controversial and cognitive elements, should be entwined with the supremacy of that language. We are discussing the exploitation of the learner's requirement and competence to affiance in it as advantageously as the constitution of indication at the intercultural commensurate (in across-the-board ethnical aspect). As a consequence, the undergraduate should recrudescence characteristics of a less important linguistic temperament at a circumstantial level, facultative him to affiance in cross-cultural dialogue.

It should be highlighted that the interplay and substitution between the constitutional cultivations and the indication between ethnical bearers should serve as the understructure for commandment intercultural communication. Let's be convinced approximately the components of communication. quadruplet contradistinctive levels of indication are underneath discussion. These inanimate objects establish them at a distance in the fundamental place, extralinguistic or extraverbal point of view recurrently recognized as non-linguistic aristotelianism entelechy incorporate "solid factors" of patronage in the circumstance of economics.

The indication cognitive semantics is where extraverbal characteristics are virtually visibly and explicitly expressed. Their significance shouldn't be overstated, though. Second, spoken elements, or linguistic percentages according to lexemes (concepts), syntactical and stylistic put together or text composition, which buoy be considerably contradictory between parlances and cultivations and determination in misunderstandings. It's out of the ordinary to communication that aboriginal lecturers of a communication as a matter of course presume that a new arrival that has an able-bodied instruction of its spoken components furthermore has an able-bodied instruction of the language's over-the-counter communicational components.

On the other hand frequently, this authenticates to be a mistake. notwithstanding, it is simple to invest in the well-formed regulations of a strange communication without having a thoroughgoing compassionate of the practices and sophistication of the language's aboriginal speakers. Third, paralinguistic components (intonation and throbbing of speech, magnitude of hold up etc. These components of articulation are to some degree obvious, all the more they buoy notwithstanding consideration misinterpretations, insults, an impression of arrogance, or a deprivation of over-sensitivity in trustworthy interlocutors. e.g., lecturers from individual sophistication hawthorn be credulous that interlocutors from another sophistication or sovereign state oftentimes interfere in them patch they are disagreeable to communicate [4].

This could be outstanding to the varied sound pattern or discontinue magnitudes exploited by lecturers from contradictory cultures. The interference of speech, on the other hand is typically seen as a communication of communicatory maladroitness on the sides flanks of any and transcendence on the belonging of others. In these situations, indication oftentimes or literary draw nigh to a borderline without the desirable outcomes all the more if over-the-counter weathers for indication initially appeared to be met, a complication (either clandestine or apparent) hawthorn recrudescence in accommodation of an agreement. Fourth, non-verbal reminders according to strong-arm communication and non-verbal reminders including facial expressions, gestures, and interlocutors' proximity. The stratum of paraverbal constituents and this point of view both amuse oneself an impalpable on the other hand essential assistance in communication thither are furthermore multitudinous components. Thither are furthermore multitudinous constituents of communication, as advantageously as their indefinite combinations. In consequence it is accomplishable to accommodate by oneself a trustworthy character of them in the commandment of intercultural communication.

The considerable clinical is to distinguish the virtually usual, distinctive, and unconstipated components and circumstances situation that are virtually far-reaching for the exploitation of preparations a groundwork for cross-cultural communication. Introductory intercultural indication aptitudes are viewed as the minimally compulsory and correspondent solicitation of enlightenment and aptitudes that undergraduates be required to maintain in progression to successfully manipulate a strange communication in unremarkable and acknowledged circumstances in a strange sophistication setting.

It is far-reaching to distinguish that communicatory competence, not linguistic ability, should be euphemistic pre-owned to influence the exploitation of rudimentary intercultural indication skills. This ability accepts the speaker's competence to domiciliate and look after cocksureness relations with the interlocutor; to achieve the all-important commensurate of complementary compassionate and cooperation.

Intercultural eruditeness encompasses an across-the-board cooking stove of topics, including humanities (teaching non-equivalent vocabulary, etc.), pragmatics (how to circumstance befittingly in a precondition situation), philosophies (what is advised delightful or disgusting in another culture), and principled emanations (what constitutes conscientious values). If we contemplate the publication of communicatory competence in extremely depth, we buoy contemplate reason colleges instruct strange languages. It should be unbroken in

consciousness that if potency is the formal propinquity of potency and if potency is the self-possession of consciousness and acquaintance in a trustworthy field [5].

Looked toward achiever in acknowledged and ethnical endeavors is ensured by indication competence, which is characterized by intellectual, emotional-personal, and regulatory-behavioral characteristics. Acknowledged and ethnical communication ability encourages the exploitation of a temperament as a pall-bearer of communicatory and acknowledged cultures. Communication potency is characterized as a resources initiative superiority that fix up with provision a characteristic classification of administration of consciousness and acquaintance of an individual, which circumstance as a justification for manufacturing efficacious settlements and influence the commensurate of competence. In over-the-counter brief conversation communication competence, stretching a high-pitched commensurate of exploitation as a determination of enrichment (the commensurate of consciousness possession), "turns" into potency as an integrative quality.

Individual of the essential constituents in preparing undergraduates for intercultural indication is the exploitation of communicatory potency in a strange language. Strange communication communicatory potency in the circumstance of patronage indication (in an across-the-board sense) buoy be described as the competence to resolve patronage emanations in progression to reach at a trustworthy patronage after-effect in the background of another patronage substantiality and culture. Moreover, to a linguistic constituent (possession of language tools), an enlightenment constituent (professional competence), and a sociocultural component, the constitution of strange communication communicatory acknowledged potency is enthusiastically intricate (the formal propinquity of background approximately indication participants and Aristotelianism entelechy relationship to another culture) [10].

Additionally, businesslike indication is required to be carried elsewhere in occupation with the weathers of communication, communicative procedures and tactics. The interpretation of a communicatory environment, which buoy consequence the effectiveness of indication and, subsequently, the competence or incompetence of interlocutors to satisfactorily imperforate an indication undertaking precondition the characteristics of communication, is another expression of indication strategies. Self-possession of strategical potency furthermore implies the qualification to select a communication satisfactory for a precondition communicatory situation, forming a communicatory condition of interplay that arbitrates the effectualness of communication.

Intercultural dissimilarities in the justificative response are not by oneself ignored, on the other hand on the contrary, the predominant persuasion is that these are contradiction stereotypes of someone else's culture. An individual fortune-tellings the all-inclusive international surrounding on the justification of "we" (cultured and correct) and "they" (ill-mannered, incorrect, etc. considerably recurrently an individual erroneously find credible that much contradiction characteristics are underlying in representatives of another sophistication in general, and to each individually. Characteristic positions when the materialization of a antifouling response is unpreventable are the indication of representatives of contradistinctive races, the interplay of newcomers and the autochthonous population, the conformableness of individuals in the surrounding of a contemporary sophistication — undergraduates and professionals who contemplate or elbow grease abroad, etc [7].

Thither is furthermore a persuasion that general public of contradistinctive nationalities or churchgoing perspectives testament more appropriate distinguish each over-the-counter nailed down communicate and accelerate acquaintance. On the other hand if an individual has a little commensurate of materialization of intercultural competence, which arbitrates the "protective" representation of someone else's culture, the diametrically opposed occurrence is ascertained — contradiction strong-growing unimaginate ratiocinate by oneself progresses. The materialization of an antifouling department representation takes place both in interpersonal indication and in collective institutions [11].

It is defined by the qualification to operate successfully in an intercultural surrounding in conformation with its rules, patch maintaining its ethnical identity. Intercultural combination is a classification of department of a multicultural personality, representation and adoption of ethnical values of another sophistication at a commensurate when they are detected as native.

In progression to recrudescence a cocksureness mental state in relation to intercultural differences, it is all-important to bowl over the sovereign state of ethnical isolation, which is the consideration of a contradiction reaction. Conformableness and combination into a strange sophistication is full supported not so all the more on consciousness of a strange language, norms, values and customs, as in an individual concupiscence to distinguish its values and conformation relations with representatives of another culture. This transform into accomplishable if individual existences in an intercultural surrounding for a far-reaching continuance and actively makes known with boon companion participates in take part in universal life. On the other hand

containers of full-of-the-moon combination into an intercultural surrounding are rare; on account of it press for characteristic individual *je ne sais quoi* the qualification to catch sight of the inheritance of one's have and over-the-counter cultures [9].

Taking into consideration indefinite classifications of responses to another culture, virtually researchers give blessing that conformableness and combination into another sophistication is supported not so all the more on consciousness of the language, customs, averages and values, as on individual interestingness in compassionate its values and attitudes, accelerate enthusiastic communicate with its representatives. That is, we are conversation approximately the actuality that it is not sufficiency to invest in consciousness approximately someone else's culture, it is all-important to *passé-partout* it, to *appurtenant* it nailed down contemplations and feelings [12].

Sophistication consists of crystal-clear (explicit) and unquestioning (hidden) behaviors, is a have in mind of rendering the world. In a heavenly body of contradictory cultures, general public chalk up contradistinctive ethnical images, collective and governmental memories; they do not always chalk up a characteristic compassionate of the collective substantiality in which they live [6].

General public is contradistinctive not by oneself thanks them to communicate contradistinctive languages, on the other hand thanks them to be convinced differently, experience otherwise and interrelate otherwise to the heavenly body on all sides of them. Intercultural potency has in mind both consciousness of one's have ethnical inheritance and compassionate of the sophistication of another country. As a result, the contemplate of intercultural indication protects a heterogeneous of predicaments accompanying to the psychoanalysis of ethnic, social, ethnical and intellectual factors.

### *Conclusions*

In this manner having premeditated the conceptualization of intercultural communication, its components, the interplay of communication and culture, having mean business the principal constituents of the indication cognitive semantics as advantageously as introductory aptitudes of intercultural communication, criteria for the materialization of intercultural indication skills, we came to the determination that the homogeneousness of the undermentioned components and their high-pitched commensurate are a communication of effortlessness for intercultural communication: collective competence, willingness and concupiscence to interact with others, self-confidence, qualification to match positions predominant in sovereign state operational competence, the qualification to categorical one's have opinion, consent/disagreement, interest, sympathy, surprize and over-the-counter emotions, implicitly categorical one's intention, consequence the interlocutor, socio-cultural competence, i.e. the qualification to journey yet and space, the collective prominence of the speaker, the application of communication averages (formal/informal styles, taboos, commonplace term acknowledged vocabulary). Sociocultural potency is the willingness and qualification of the indication participants to deportment a conversation of cultures, which implies consciousness of their sophistication and the sophistication of the sovereign state of the communication continuance studied [8].

The disputed point of intercultural indication is individual of the virtually imperative at contemporaneous and is advised in linguistic, pedagogical, psychological, and sociological aspects. The launching of intercultural indication in the circumstance of commandment strange parlances is outstanding to a modification in the instructional paradigm, on the other hand it has not been premeditated enough in the model of vocational experiencing at a higher instructional institution. The interrelationship of communication and sophistication is a constituent of the principal constituent of intercultural indication and lay hold of the exploitation of temperament in the cognitive semantics of eruditeness a strange language. The conceptualization of "communication" in the circumstance of this proposition evaluation is characterized as a heterogeneous dimensional cognitive semantics approximately communication, or as the interplay of cardinal or bounteous individuals, during which enlightenment is transmitted or communication materializations are exchanged [13].

The disputed point of experiencing schoolteachers at the lincoln is as come after it is all-important to correlative the individual and acknowledged *je ne sais quoi* of the looked toward teacher, namely, the delimitation and thorough-going exploitation of much acknowledged *je ne sais quoi* as communicatory and intercultural, communicatory aptitudes of a strange communication schoolteacher as an american man to the heavenly body of strange culture. It is all-important to accommodate consciousness of the socio-cultural qualification in the cognitive operation of commandment a strange communication in progression to bounteous efficaciously instruct someone else's sophistication of communication. The materialization of intercultural communicatory potency transform into all-important in the cognitive semantics of commandment undergraduates a strange

language, as it lend a hand to *passé-partout* correspondent treatment and articulation production, and furthermore bring into being weathers for self-cultivation and self-improvement.

A far-reaching impersonation for the exploitation of intercultural interplay is played by the restrictive framework, including treaties, programs, understandings shaping the consequent cognitive operation and employers of intercultural cooperation, which are of especial grandness for characteristic countries.

In contemporary weathers of civilizational globalisation and the contemporaneous aggrandizement of universal interestingness in preserving the ethno-cultural multifariousness of sovereign state is an fundamental constituent broad-mindedness to ethno-cultural, confessional, ethnical and unremarkable dissimilarities in the collective environment, the qualification to facilitate productively with representatives of contradistinctive cultivations should be remodelled a humanitarian worldview of the junior generation.

In connectedness with the cognitive semantics of globalization, discriminating of the contemporary stagecoach of exploitation of sovereign state thither is a pauperization for efficacious intercultural interaction, the materialization of a sophistication of peacefulness as the justification of contemporary society. In consequence thither is a pauperization to search through examine for contemporary undergrounds of commandment and educating the characteristic in a multicultural society. The ethnical multifariousness of contemporary sovereign state put together it obligatory to domiciliate an ethnical conversation and their interaction. In consequence individual of the virtually far-reaching assignments of pedagogical body of knowledge is the materialization of students' aptitudes for efficacious familiarity in intercultural communication, i.e. the exploitation of an individual's intercultural competence.

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### **COVID-19 кезеңінде мәдениетаралық коммуникация тиімділігінің қалыптасуы мен үрдістері**

Мақалада жоғары оқу орнының дайындау процесінде студенттер арасындағы мәдениетаралық қарым-қатынасты қалыптастыру ерекшеліктері қарастырылған. Мәдениетаралық қарым-қатынасқа дайындықты қалыптастыру процесінде зерттелетін тілдің мәдениеті туралы нақты түсінікке ие болу үшін стереотиптер туралы мәселеге назар аудару және зерттеу маңызды. Сондай-ақ, мақалада мәдениетаралық қарым-қатынасқа дайындық, кем дегенде, шет тілін білудің белгілі бір деңгейінің, лингвистикалық және

аймақтық бағдарлар мен коммуникативті дағдылардың болуын қамтитын, әлеуметтік, функционалды және әлеуметтік-мәдени құзыреттіліктің жоғары деңгейіне ие интегративті жеке неоплазма екендігі айтылған. Авторлар студенттердің мәдениетаралық қарым-қатынасқа дайындығын қалыптастырудағы шет тілінің пән ретіндегі мүмкіндіктері шынымен ерекше деген қорытындыға келеді. Білім алушылардың жаңа қарым-қатынас құралы — шет тілін меңгеру процесінде олар тілді әлеуметтік құбылыс ретінде дұрыс түсінуді қалыптастырады, олардың зияткерлік, сөйлеу және эмоционалды қабілеттерін дамытады.

*Кілт сөздер:* мәдениетаралық коммуникация, мәдениет, өзара іс-қимыл, жаһандану, мәдениетаралық коммуникацияны қалыптастыру моделі, шет тілі, экстравербалдық элементтер, құзыреттілік.

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## Формирование и тенденции эффективности межкультурной коммуникации в период COVID–19

В статье рассмотрены особенности формирования межкультурной коммуникации у обучающихся в процессе вузовской подготовки. В процессе формирования готовности к межкультурной коммуникации важно обратить внимание и изучить вопрос о стереотипах для того, чтобы иметь четкое представление о культуре изучаемого языка. Также в статье говорится о том, что готовность к межкультурной коммуникации — это интегративное личностное новообразование, предполагающее как минимум наличие определенного уровня знания иностранного языка, лингвострановедческих ориентации и коммуникативных умений, имеющее в качестве своих компонентов единство и высший уровень проявления социальной, функциональной и социокультурной компетенций. Авторы приходят к выводу, что возможности иностранного языка как учебного предмета в формировании готовности студентов к межкультурной коммуникации поистине уникальны. В процессе овладения студентами новым средством общения — иностранным языком у них формируется правильное понимание языка как общественного явления, развиваются их интеллектуальные, речевые и эмоциональные способности.

*Ключевые слова:* межкультурная коммуникация, культура, взаимодействие, глобализация, модель формирования межкультурной коммуникации, иностранный язык, экстравербальные элементы, компетенция.

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