

## SUMMARIES

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### **CROSS-CULTURAL COMMUNICATION AS THE WAY OF LANGUAGE PERCEPTION OF THE WORLD**

The way human beings perceive the world around them varies with the languages they know. Indeed, every speech community always form their unique language perception of the world, which comes as the cultural heritage of both material and spiritual life of the community, evolving from enduring transmission of their traditions and folk wisdom, with language being a link between the past and the present. Language perception of the world can be defined as the complex of human knowledge and ideas about inner and outer world of a particular cultural community.

The diversity of language perceptions by different language groups could be explained by the variety of ways we perceive the world around us, dominant geographic environment of an ethnic group, as well as difference in verbal conceptualization of the world around. Therefore, an appropriate language behavior of individuals in a particular cultural environment can be nurtured by developing aforementioned language perceptions of the world in their minds. In other words, it is the development of intercultural competence that helps individual deal with and behave appropriately in a particular culturally varied situation.

The approach to learning cultures could be called as an interactive one, when everyone who is involved in this learning process can analyze, anticipate and evaluate their own speech behavioral patterns towards the representatives of other cultures, can reflect on their own concepts "before and after" about behavioral patterns existing in other cultures. The efficiency of business and general cultural interaction strategies mainly depend on us, how much we realize the diversity of cultures and are aware of the historical wealth and cultural experience of their representatives. It seems that understanding the topicality of intercultural communication approach and its use in teaching/learning foreign languages can help us enhance and broaden as our own cultural competence as the effectiveness of business co-operation with other cultures.