

INDIVIDUAL AND COMMUNICATION

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Abstract

In the article there is considered the cross-cultural ability of the communicative personality as ability of understanding of different cultures, opportunity to see the other, to do by property of the identity of value of foreign-language culture and to include them in the sociocultural reality.

Thematic justification of cross-cultural communication researches is connected with globalization and expansion of contacts of people and cultures in the modern world. The purpose of the real research is to consider a role of a cross-cultural component of the communicative personality in understanding of sociocultural reality. The aim of this work is to discuss the concept of cross-cultural communication, multiculturalism and identity in connection with views about the social and cultural creation of reality and to show on this material the formation of cross-cultural competence.

Key words: *communication, communicative personality, communicative competence, cross-cultural competence, globalization, value and motivation area of a personality, self-development and self-actualization of a person*

Communication needs of personality

Human needs are endless and indescribable, their thin variability makes it impossible to find a receptive naming, which in further vision would not allow another new requirement not covered by the existing classification, and then another and another ...; and it is infinite.

The process of social production of spiritual and material values is a source of needs, with an increase in needs, people and society accumulate their value potential in the biological, psychological, linguistic, cognitive, social lives. At the heart of human communication is "mutual need." As V. Bekhterev noted, "Lack of personality in any way is a kind of an impulse that motivates the search for another personality to fill it"¹.

In this "mutual need" of people, communicatively-operation needs in communication emerge, that are associated with industrial activity, defining social relations.

Communicative personality has its own characteristics of actualization at different levels and types of communication. Communicative personality is understood as a manifestation of personality due to the set of its properties and characteristics, which are determined from its communication needs, cognitive range, formed during the learning experience, and communicative competence – the ability to select a communicative code that ensures adequate perception and targeted information in a particular situation. The defining parameters of communicative personality are the following: motivational, cognitive, functional.

The motivational parameter defined by communication needs, is the need to say something or get the necessary information serves as a powerful stimulus for communicative activity and is a mandatory feature of the individual as a communicative person. At the heart of a number of motivational theories studying the nature of human activity motives, is the position on the priority of personal needs. The notion of personal meaning, introduced by A. Leontiev, and disclosed as a reflection in the mind of the individual relationship to reality, but at the same time socially conditioned as individual needs are realized in the course of search activity.

¹ Bekhterev, V. Selected papers on the psychology of personality. In 2 vol. Vol. 1. SPb.: Aletheya, 1999. 258 p.

Motivation is the component of communicative personality structure that already provides the success of its communication activities at an early stage. Cognitive nature of the communicative need includes many characteristics that form an individual's inner world, both intellectually and emotionally, in the process of cognitive experience. Among the cognitive characteristics, the knowledge of communication systems (codes) ensuring an adequate perception of the semantic and evaluative information and the impact on the partner, in accordance with the communication unit, are essential for a communicative personality. An important characteristic is the ability to monitor their "linguistic consciousness" (introspection) and reflection – not only awareness of this ability, but the evaluation of the fact of such consciousness, as well the ability to adequately assess the partner's cognitive range. Successful communication largely depends on the joint cognitive characteristics of communicants. The most important characteristics for cognitive parameters are the following: the ability to adequately perceive information, the ability to influence the partner, the evaluation and self-esteem of a cognitive range and the knowledge of social speech and non-speech communication norms.

Cognitive parameter is the link between the motivational and functional parameters. On the one hand, it determines the level of communication need, its dependence on different aspects of the individual's positive experience; on the other hand, it makes it possible to select the most effective way to use this experience in the specific conditions of communication.

The functional parameter includes three characteristics that define the competence of a person: a) practical knowledge of the individual margin of verbal and nonverbal means for updating the information, expressive and pragmatic functions of communication; b) the ability to vary the means of communication in the communication process due to changes in situational terms of communication; c) construction of sentences and discourses in accordance with the norms of the chosen code and "speech etiquette" rules. The highlighted communicative needs of the individual are foregrounded by means of specific mechanisms of verbal and cognitive activity ensuring the establishment and maintenance of contact, revealing the partner's intentions, establishing forward and backward linkages, self-correction, the interaction of verbal and non-verbal means, and others. In this process, all the sociological dominants of communication are foregrounded.

The multifacetedness of a person as an individual – the incarnation of individual characteristics – allows us to study it in many guises. Human is studied in all aspects of existence and activity – as – <homo sapiens, as – <public person, as – <person – user>, as – <free person. There are studies concerning the <person who does not master speech (in the preverbal period of existence and in terms of current medical problems). In the sociology of communication, particular importance is attached to study of the <speaking person, that is realizing himself or herself as a communicative person. The study of the communicative personality is based on the definition of <person> as a philosophical, sociological, psychological and linguistic category (<linguistic personality>). In view of the research in these disciplines, the generic term <person> can be deployed as an integral structure of socially significant qualities acquired by an individual in conjunction and fellowship with others, and in determining his or her identity.

In sociological concepts, they tend to emphasize that the basis for the formation of personality is a lot of human interactions with the environment and with each other. Representatives of role theory² treat personality as a function of the range of roles that an individual performs in society. Perhaps the most difficult problem is the justification of interaction of two principles in personality – consciousness (awareness of self as a unique individuality) and the simultaneous desire to merge with a certain social community, to identify within this community. In this regard, of great interest is the work of American social psychologists Charles Cooley and George Mead, on the justification of <self> as a social phenomenon. Considering <self> as the awareness of one's <I> in the theory of <mirroring C. Cooley stresses that social self is just an idea or a set of ideas extracted from communication life and

² Moreno, J. Sociometry and other social sciences.//American sociological thought. –M., 1994.

cherished by the mind as its own one. Self perception is mainly located within the general life, not outside of it³.

Of course, the validation of the model of linguistic personality is a significant contribution to the development of theoretical and practical aspects of social communication. The study of linguistic personality and ways of its formation within the limits of the given characteristics may have varying degrees of depth, depending on the specific objectives of the study, for example, in comparative or historical terms, in various communication fields, especially those related to public relations.

Even more important for the sociology of communication is the study of the communicative function of linguistic personality, actualized in diverse communicative human activities, which, according to scientists, makes about 80% of the existence, of this; listening makes 45%, speaking – 30%, reading – 16%, writing – 9%.

As a specific concept <communicative personality> is much broader than the notion of <linguistic personality> because it implies the characteristics associated with the choice of not only speech but also nonspeech communication code using artificial and mixed communicative codes that enable interaction between man and machine.

The cognitive parameter includes many characteristics that form the individual's inner world in the intellectual and emotional terms in the process of cognitive experience. Among the cognitive characteristics noted in the linguistic personality, the knowledge of communication systems (codes) ensuring an adequate perception of the semantic and evaluative information, and the impact on the partner, in accordance with the communication unit are essential for the communicative personality. An extremely important feature of the communicative personality is the ability to observe the <language consciousness> (introspection) and reflection – not only awareness of the ability, but the evaluation of the fact of such consciousness (in the three-stage model by V. Lefebvre, these stages of self-actualization are addressed sequentially). In addition, an important characteristic of the communicative personality is the ability to adequately assess the partner's cognitive range. Successful communication is largely dependent on the compatibility of cognitive characteristics of communicants. An illustration of the degree of such compatibility is the following dialogue: <And what assignment did they give you for tomorrow? added Kuzma, looking curiously at Senka's fiery forelocks, his vibrant green eyes, freckled face, frail body and arms and legs cracked from dirt and pimples.

1. Problems, verses, said Senka, grabbing his leg raised backwards with his right hand and bouncing on the same spot.
2. What problems?
3. Counting geese. A flock of geese was once flying...
4. Ah, I know that one, said Kuzma, What else?
5. Also mice...
6. Also counting?
7. Yes. Six mice were once running carrying six pennies each, Senka started muttering quickly glancing at Kuzma's silver watch-chain, One slightly worse mouse was carrying two pennies... How many will that make...
8. Excellent. And what verses?
9. Senka released his leg.
10. The <Who is he?> verse.
11. Have you got it off?

³ Cooley, C. Social Self. // American sociological thought / Translated from Engl.; Ed. by V. Dobrenkov. –M.: Moscow University Publishing House 1994. P. 318.

12. Yes...

13. Now then.

And Senka started muttering even more quickly – about a horse rider who was riding over the Neva across the woods where there was nothing but a spruce, a pine and *grissled* moss...

14. Grizzled, said Kuzma, not 'grissled'.

15. Well, let it be gree-zeld, agreed Senka.

16. And who is this horse rider? Senka thought it over.

17. A wizard he was, he replied.

Alright. So, tell your mother to at least trim the hair on your temples. It's your loss when the teacher pulls them.

He will find the ears, though, said Senka carelessly, grabbing his leg again, and started bouncing along the car.⁴

In this dialogical discourse, one can easily detect differences in the communicants' cognitive characteristics. The difference is reflected not only in their vocabulary and correct usage, but also in building questions and responses, especially in the interpretation of the content of <problems> and <verses>. Profound differences between Kuzma and Senka as communicative personalities, are not only due to the demographic factors, but also social and economic ones, having a direct impact on the formation of the cognitive range of personality in the process of upbringing, education and life experience.

Thus, the most important characteristics for the cognitive parameter of a communicative personality are the following: the ability to adequately perceive information, the ability to impact on the partner, the evaluation and self-assessment of the cognitive range and the knowledge of socially justified speech and non-speech communication norms. The actualization of these skills and knowledge involves a number of other cognitive characteristics associated with the most important stage of communication – the functioning of the selected code in a particular situation, when complex mechanisms of verbal and cognitive activity caused not only by sociological, psychological and linguistic factors, but also by neurophysiological ones, begin to operate.

The cognitive parameter is the link between motivational and functional parameters. On the one hand, it determines the level of communication needs, its conditioning by various aspects of individual cognitive experience cognitive individual, on the other hand, it makes it possible to select the most effective way to use this experience in the specific conditions of communication.

The function parameter includes three characteristics that substantially determine such a property of the individual, which is called communicative (linguistic) competence: a) practical knowledge of individual stock of verbal and nonverbal means for updating the information, expressive and pragmatic functions of communication; b) the ability to vary the means of communication in the communication process due to changes in situational terms of communication; c) construction of sentences and discourses in accordance with the chosen communicative code and rules of <speech etiquette>.

The availability of model parameters that characterize the individual in his or her communicative activity, gives the opportunity to present them in a summary form – in the form of a two-stage model of communicative personality.

The emphasized communicative personality characteristics are foregrounded by means of simultaneous use of the specific mechanisms of speech and cognitive activity ensuring the establishment and maintenance of contact, revealing of the partner's intentions, establishing direct and reverse linkages, self-correction, the interaction of verbal and non-verbal means, and others. In this

⁴ Bunin I. Village // Antonovsky Apples. Novels and short stories. –M.: Sovetskaya Rossiya, 1990. P. 92.

process, all the sociological dominants of communication are foregrounded. The most difficult part is the mechanism of making the transition from the level of units of the language system to the level of communication units in the constantly changing situational factors of communication. In the most general form, this complex process can be represented in terms of the short term memory theory, proposed by the researcher in speech mechanisms N. Zhinkin. The short term speech memory has <a two-level structure> – on the <ground floor> words are selected for the expressions that are not only kept in memory, but partially deployed into more complex units – word combinations; on the <first floor> words are bound into whole blocks according to grammatical rules – into the syntagms that provide linear deployment of natural speech.

The evaluation of the communicative personality as a social phenomenon depends on the effectiveness of the main socially important functions – the function of interaction and the function of exposure. In this regard, it is advisable to distinguish (as in the generic concept) communicative personality (English – <personality as an individual>) and communicative Personality (Eng. – <personality as individuality: "). In addition to standard features, the effectiveness of foregrounding which ultimately, depends on the degree of social significance (in private and / or public terms) of communicative setting, the communicative personality has a number of individual characteristics, including especially communicativeness and the so-called charisma.

Strictly speaking, the Russian innovation <коммуникабельный> (*kommunikabelny* – translator's note) in its content corresponds to the English word communicative with the basic meaning <sociable, talkative> and in its form, it is closer to the English. communicable with the main meaning <communicating, transmitted>. In everyday speech, and in the scientific and popular contest, communicativeness is understood as the ability of an individual to establish contacts in any area of communication easily and on his or her own initiative, and to skillfully support the proposed contacts. Professionally, this ability is highly valued and is one of the prerequisites for employment associated with active of communication. Sociability is due not only to the psychological type of the individual, but also the social experience of communication, providing orientation on the partner – the ability to listen and empathize, timely adjust one's verbal behavior,

Charisma (Greek. Xaris – grace, beauty) is understood as personal charm, appeal, due not only to one's appearance, but also such individual characteristics as dynamism, sense of purpose, understanding of objectives, tendency to leadership, determination, expression, etc. – all that forms a specific concept <charismatic personality> – the image, consciously and unconsciously cultivated by the media and purposefully created by professionals – <image-makers>. A significant place in the structure of a charismatic personality is taken by communicative competence, which, in fact, is the most difficult to improve primarily because it is difficult to achieve full harmony in the interaction of verbal and non-verbal communication. An illustration of such a harmony of feelings, words and gestures can be the memories of V. Korolenko about the writer G. Uspensky: <His judgments were always brief, vivid, hitting the very essence of the phenomenon, and often covered it from an unexpected point. And never did they contain that easy wit, in which one feels indifference to the subject and indifferent mind game. I still remember the expression with which he uttered these words: <pain> <mount> <human meanness> – in the given opinion on Dostoyevsky. For him, those were not simple concepts: Each one reflected the pain on his expressive face. The talking of Uspensky was also very special. Telling something, he looked at his companion with his deep twinkling eyes, spoke softly, as if through slightly clenched teeth, while gesticulating in a special way, every now and then putting two fingers to his chest, as if pointing to some pain he felt from his own stories somewhere in the area of the heart >⁵.

Over time, each individual produces his or her own <communicative style>. The proposed typologies are not exhaustive and are built on heterogeneous substrates, such as dominant, drama (with elements of exaggeration), argumentative (assuming dispute, debate), impressive (memorable thanks to the successful use of words or phrases), quiet (balanced), friendly, open etc. In terms of the impact as a

⁵ Russian writers on the language / Ed. by B. Tomashevsky and Y. Levin –L.: Sovetsky pisatel, 1954. P. 646-647.

socially significant function, distinguished are two main types of communicative personality: a) dominant, which is characterized by self-confidence, assertiveness, and b) reacting, which is characterized by argumentativeness, analytism and responsiveness.

The communicative personality study may have varying degrees of depth, depending on the purpose of the study, for example, in the areas of professional communication, which is necessary for lawyers, teachers, speakers, TV and radio commentators.

The communicative personality study is a useful practice to develop the skills of observation and critical analysis of human social behavior and at the same time, an exciting experience in terms of self-knowledge and self-correction of speech activity in various communication fields. Self-improvement of a communicative personality involves self-improvement of the individual as a member of society, since it is associated with linguistic consciousness and self-knowledge. By their nature, linguistic consciousness is individual, but it also includes the typical characteristics of culture and social norms of communication. The optimum combination of these characteristics makes a person a unique role model or an object of rejection and neglect.

The problem of the communicative personality remains open for study, full of secrets and mysteries even for ourselves. Try to look at yourself as a communicative person, and you will find many unexpected and instructive things.

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