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**INTERCULTURAL DIALOGUE
AS A FORM OF COMMUNICATION**

The problem of developing intercultural dialogue is one of the defining factors for the modern cultural environment that needs development and management. Exploring cultural features and differences will help to develop ways of democratic communication that aim to be able to live in a multicultural world and develop a sense of community and ownership. Intercultural dialogue as a form of communication facilitates the manifestation of a person's creative essence through the knowledge of another, the discovery of the desire to be known. In addition, the dialogue culture allows against the background of preserving one's own cultural identity, to form ways of knowing another

culture through the mutual enrichment and development of national cultures. Intercultural dialogue contributes to the creation of a new layer of cultural values and enables the creation of a civilized space for the constructive interaction of cultures in today's globalized world.

Intercultural dialogue is considered in the scientific literature as a form of communication in which the intercultural interaction mechanism used is aimed at mutual understanding and solving problems of human being. To live means to engage in dialogue: to ask, to listen, to answer, to agree, etc. In such a dialogue one participates all and all his life. Dialogue is not only communication, but interaction in which a person opens himself and others. Therefore, the content of the cultural concept is the need to adopt the idea of dialogue as a form of communication between individuals, as well as a way of interacting with the objects of culture and art. Due to emotional, pragmatic, psychological, social and other nature, intercultural dialogue is of interest to researchers in various scientific fields, becoming a central concept in the culture of knowledge of the world based on the interpenetration of cultures and an awareness of the importance of a tolerant attitude towards representatives of other cultures.

The concept of intercultural dialogue proposed by the Council of Europe characterizes it as an open, respectful exchange of views between individuals and groups belonging to different cultures, which in turn leads to a deeper understanding of other species, a global perception of the world. It is an open and courteous exchange of views between persons and groups of persons of different ethnic, cultural, religious, linguistic backgrounds and traditions based on mutual understanding and respect. In this form, dialogue must take place at all levels: in societies, between the societies of Europe and between Europe and the rest of the world. As a socio-cultural process, intercultural dialogue aims at expanding intercultural communication on the principles of openness, high respect for cultural differences and cultural heritage, tolerance. From the point of view of the form of communication, intercultural dialogue is based on tolerance, trust, openness to cooperation, promotes mutual understanding, revealing of common values and meanings and in the process of development can be transformed into various forms of interaction between subjects – from positively emotionally colored forms of communication.

Intercultural dialogue is important nowadays. As a way of transferring the assets and the possibility of knowing the world, it relays experience, tradition, contributes to the renewal of the value content of modern culture and forms the prerequisites for preserving and transferring

the experience of intercultural interaction to posterity. The implementation of intercultural communicative interaction through dialogue helps to strengthen mutual understanding, understanding and adaptation of a person to another culture without giving up one's own, presupposes mastering the values of another culture without harming the values of one's culture. It is worth noting that precisely at the intersection of interests of different cultures through the use of different forms and methods of intercultural interaction, there is a study, assimilation, multiplication and transfer to the next generations of cultural achievements. Intercultural dialogue influences the perception, thinking, behavior of all members of society and determines their belonging to a given society, inspires the creation of a new layer of cultural values.

Based on the above, it can be argued that world civilization can only be a coalition in the world of cultures, each of which retains its identity. Against the background of considerable socio-cultural experience and the preservation of cultural dialogue traditions, this approach will have significant prospects, and thus cultural dialogue will become a tool for shaping world society on the basis of mutual contacts with representatives of other cultures in order to integrate and transform the cultural heritage. Intercultural dialogue is the most democratic form of organization of equal relations, the purpose of which is the search for truth on the basis of tolerance, mutual influence and mutual enrichment, which results in the consolidation of society. What is important is that humanity is gradually realizing and putting into practice the principle of the importance and necessity of equal intercultural dialogue on the basis of traditional values, existing historical and contemporary philosophical and philosophical grounds for the need to preserve the cultural identity and interconnection of cultural diversity.

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