

# International and Intercultural Communication in the Globalizing Society

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***Abstract – We consider the differences of international and intercultural communication as well as the role of intercultural communication in the modern globalizing society, particularly in online social environments, and its peculiarities.***

Keywords – international communication, intercultural communication, globalizing society, WWW, online communication, social web, new media.

## I. Introduction

Recently research on communication between people from different sociocultural groups and language surroundings became the issue of the day. In the blurring of distinction world contacts with different cultures and people are raising up. Interaction with different people's cultural life reality are often and communicators' incomprehension and ignorance of these features are usually engendering conflict and awkward situations.

World Wide Web itself and its new social environments brought the communication and globalization to the new level. Variety of new interactive communication tools gives one an opportunity to easily dive into the global developing information society with melting borders and almost no control.

Consequently, the research on communication processes on intercultural and international levels are getting to the top, especially in the case of new media and social web e.g. Intercultural New Media Studies [1].

## II. International vs intercultural communication

The definitions such as: “international communication”, “intercultural communication” are frequently taken with the same meaning. Therefore let's determine them correctly. First of all, it is worth to define “communication”. The most apposite one is given by J. S. Valenzuela: “*any act by which one person gives to or receives from another person information about that person's needs, desires, perceptions, knowledge, or affective states*”. Thus, there are needed two and more individuals to conduct the communication process – sender and receiver. The information must be processed and move in two ways.

Fortner considers that “*international communication is the communication practice that occurs across international borders*”. International

communication is processing on the high level, taking foreign policy decisions, and encompasses such concerns as: politics, economics, military, and for sure social and cultural ones.

When we are consider people's communication from different countries and sociocultural groups, we investigate intercultural communication aspects. Knapp & Knapp-Pothoff define communication as **intercultural communication** when "*participants introduce different knowledge into the interaction which is specific to their respective sociocultural group...*".

### III. The communication breakdowns

Every person is a culture beam. In the globalizing world the key problems are not just language, but also a cultural identity, especially perception distinction of heritage, social and cultural norms, different mentality. These engender conflicts among communication process participants and lowers the perspectives of collaboration, particularly effective volunteering online (e.g. wikis, Q&A websites, travel communities etc.).

The communication breakdowns among different nationality people investigates LaRay M. Barna. She suggests 6 "stumbling blocks" of communication process, as follows: assumption of similarities; language differences; nonverbal misinterpretations; preconceptions and stereotypes; tendency to evaluate; high anxiety [2].

### Conclusion

International communication has more general meaning, including general communication processes, which are conducted cross borders. However, intercultural communication occurs among common people from different cultural surroundings and is very often in the modern globalised world, especially in online social environments. Such communication breeds a number of problems which slow down the information society development and becomes an interesting international research object.

### References

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