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**БОРОТЬБА ЗА КОМУНІКАТИВНУ РОЛЬ В ДІАЛОГІЧНОМУ
ТА МУЛЬТИСТОРОННЬОМУ СПІЛКУВАННІ:
МІЖКУЛЬТУРНИЙ ІНТЕРАКТИВНИЙ ПІДХІД**

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Term Paper

GETTING A COMMUNICATIVE ROLE IN A DIALOGIC AND
MULTIPARTY CONVERSATION: CROSS-CULTURAL
INTERACTIVE APPROACH

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INTRODUCTION

In today's technological world, the interaction with people around the world has become frequent and inevitable in all possible spheres of human activity. Consequently, relationships between people had been globalized and which vastly expanded the role of modern communication tools. Nevertheless, there are certain problems that may arise on this ground due to the fact that for the participants of multicultural interactions it appears to be challenging to reach the consensus and sometimes simply exchange information, ideas, or opinions. Even if two people are both speaking English, the different cultural backgrounds of parties can lead to severe miscommunication in international and intercultural setting. This is something we need to be acutely aware of as global citizens. (Helena Merschdorf, 2022)

The study of cross-cultural interactive approach and its further implementation offers solutions for managing multiparty and dialogic conversations as this approach allows participants to avoid misunderstanding and learn to appreciate foreign cultures as well as continuing to work together effectively in one community. Therefore, the notion of cross-cultural communication presents the interaction between individuals from different national, racial, and cultural backgrounds, where they try to understand and embrace each other's perspective and worldview, while sharing a set of pre-existing communication concepts (Helena Merschdorf, 2022) that were already predetermined by their origin.

In multiparty conversations, understanding and implementing cross-cultural interactive approach is necessary because it can enhance communication effectiveness between parties by promoting mutual respect, tolerance and awareness.

Therefore, this paper aims to explore the importance of cross-cultural communication in dialogic and multiparty conversations. Additionally, it provides

techniques and strategies to help individuals get a communicative role in such interactions and contribute to a successful intercultural communication experience.

Topicality? Object? Subject? Tasks?

Cross-Cultural Communication

1.1. Definition of cross-cultural communication

In order to understand cross-cultural communication it is crucial to define what culture is, and the distinction between understanding culture and understanding society, as different ways of thinking about group identity (Stephen Klien, 2020)

Culture is defined as the ongoing negotiation of learned and patterned beliefs, attitudes, values and behaviors that has been obtained by a particular group of people over the course of history. This way, we can define “cross-cultural communication” as communication between people with differing cultural identities. (University of Minnesota, 2016).

When speaking about cultural differences that people possess, such as language, gestures, unique traditions, or individual experience and personality, it is important to emphasize how easily they affect our thinking process, perception of the world, and the way we express ourselves when interacting with each other. Accordingly, we can draw a line here and say that communication has developed because of culture, as it is considered to be a reflection of a society or community (Maico Demi Aperocho, 2020).

Additionally, to support all above mentioned it is important to highlight that observer’s origin and life experience are shaping their worldview. This indicates that the problem of miscommunication is caused by the simple fact of people living in different “contexts”. The same explanation can be applied when speaking about words and phrases or other means of communication which often have vastly different meaning in different language and cultures. (Helena Merschdorf, 2022)

For instance, the thumbs up gesture, origin of which could be traced back to the ancient Rome times, then adapted and popularized by modern Western society, nowadays serves as an indicator of positive feedback. On a contrary to this, in the countries of Middle East and in West Africa the same gesture is a part of vulgar language, carries the meaning “up yours” and is considered to be offensive. In

Hungary, Germany and some other European countries this hand gesture represents the number one, while in Japan it represents number five. At this point, arises the simplest ground for misunderstanding between two people as the lack of a shared worldview is the reason what makes intercultural communication so complicated.

In summary, to prevent these kinds of misunderstandings it is crucial for a person to develop the ability to shift their perspective of the world, to overcome their bias and admit that we need a shared basis for understanding to “crack the code” of meaningful communication. (Helena Merschdorf, 2022). It also requires constant learning when exposing yourself to foreign norms, customs, and values, in order to recognize and start embracing these cultural differences. In perspective, through this process an individual should increase cultural awareness and overcome barriers to sharing the experience with people around the world.

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style

1.2. Barriers to cross-cultural communication

Barriers to cross-cultural communication are the obstacles that hinder effective communication between individuals from different cultural backgrounds. These potential challenges can lead to severe misunderstandings, and create obstacles in a conversation. Some of the common barriers preventing meaningful interaction that a person should be aware of when planning to be introduced to foreign culture:

Language barriers: English has become as a language of international communication, a lingua franca, meaning having more non-native than native speakers (Crystal 1997; Graddol 1997) across the globe. In reality, these people have more in common with each other than it might seem. What a global English speaking citizen seeks is a fair level of mutual understanding despite culturally set constraints on shared knowledge (M. Georgieva, 2009), and smooth relations between conversational partners. When individuals express themselves in different languages, there is a high chance of misinterpreting the speaker's message due to the fact that context can be lost in translation. Thus, language barriers can lead to misunderstandings, and further confusion between parties.

Cultural differences in nonverbal communication: Non-verbal cues, such as body language and gestures, can vary greatly between cultures. Misinterpretation of non-verbal cues can lead to misunderstandings and unintended offense. For example, in some cultures, it is considered disrespectful to make direct eye contact with someone in authority, while in other cultures, direct eye contact is seen as a sign of respect.

Differences in communication styles: Various cultures have their unique norms and habits when it comes to communication. For example, some cultures may place a greater emphasis on indirect communication, while others may value direct and explicit communication.

Stereotyping and prejudice: Preconceived notions and stereotypes about other cultures can lead to misunderstandings and prejudice. Stereotyping can create barriers to effective communication and prevent individuals from understanding and appreciating cultural differences.

Ethnocentrism: Ethnocentrism is the tendency to our own culture as superior to other cultures. When we find ourselves in a situation when we are dealing with a someone from a different cultural standpoint than the one we are used to, it makes us feel uncomfortable.

Cultural shock: Cultural shock is the disorientation and discomfort that individuals experience when they encounter a new and unfamiliar culture. It can lead to misunderstandings and miscommunication if individuals are not aware of the cultural differences and do not adapt their communication style accordingly.

In conclusion, to overcome these barriers, individuals should take their time to learn about the culture of the individuals they are communicating with. Moreover, we should pay attention to our own cultural biases and assumptions and be willing to adapt our communication style to accommodate cultural differences.

Dialogic and Multiparty Conversation

2.1. Definition of dialogic and multiparty conversation

Dialogic and multiparty conversation refers to a type of communication where two or more individuals from different backgrounds engage in a two-way or multi-way exchange of ideas, opinions, and perspectives. To compare, the monologic communication is defined as one-directional (Hasa, 2016), since the main focus is shifted on a person delivering message to his audience to get a desired response or feedback. On the contrary, the dialogic communication, is determined by active listening, mutual respect, and understanding, with the goal of reaching resolution of an issue. Consequently, the roles of speaker and a listener interchange within the participants. In a multiparty conversation, there are three or more participants involved in the exchange.

Dialogic and multiparty conversations can take place in a variety of contexts, such as business meetings, academic discussions, political negotiations, or social gatherings. They can involve individuals from different cultural, social, or linguistic backgrounds, which can create unique challenges and opportunities in communication. The participants are expected to actively engage in the exchange and share their perspectives and opinions in this type of communication.

Overall, dialogic and multiparty communication is an important form of communication in today's complex and diverse world. It provides both challenges and opportunities for individuals from different cultural, social, and linguistic backgrounds to engage with diverse groups of people, and to work towards understanding, empathy, and cooperation. Furthermore, actively listening and engaging in respectful dialogue, individuals can broaden their knowledge, expand their horizons, and develop empathy and understanding for different ways of thinking and being.

Effective cross-cultural communication, as discussed earlier, is therefore essential to successful dialogic and multiparty communication. By recognizing and respecting cultural differences, and adapting communication styles and strategies accordingly, individuals can minimize these barriers and foster effective communication and collaboration.

2.2. Characteristics of dialogic and multiparty conversation

The characteristics of dialogic and multiparty conversation include:

1. **Active participation:** In dialogic and multiparty conversations, all participants are expected to actively participate by expressing their opinions, perspectives, and ideas. They are also expected to listen actively to others and engage in respectful dialogue.
2. **Mutual respect:** Participants in dialogic and multiparty conversations should demonstrate mutual respect for each other's opinions, values, and beliefs. This means avoiding judgment or dismissiveness, and instead seeking to understand and appreciate different perspectives.
3. **Shared responsibility:** Effective dialogic and multiparty conversations require a shared responsibility among participants. This means that all participants should be equally invested in the conversation, and should work collaboratively towards achieving shared goals or outcomes.
4. **Flexibility:** Participants in dialogic and multiparty conversations should be flexible and adaptable, willing to adjust their communication styles and strategies to accommodate different cultural or linguistic backgrounds.
5. **Empathy:** Empathy is an important characteristic of dialogic and multiparty conversations. Participants should strive to understand and appreciate others' perspectives, and to see issues from multiple points of view.
6. **Constructive feedback:** Constructive feedback is a key component of dialogic and multiparty conversations. Participants should be able to provide feedback to each other in a respectful and constructive manner, with the goal of improving communication and achieving shared goals.

Overall, dialogic and multiparty conversations require active participation, mutual respect, shared responsibility, flexibility, empathy, and constructive feedback. By embodying these characteristics, participants can work towards

effective communication, collaboration, and understanding across cultural and linguistic boundaries

Another important characteristic of dialogic and multiparty conversations is the ability to manage conflicts effectively. In these conversations, conflicts may arise due to differences in opinions, values, or beliefs. However, conflicts can also present opportunities for learning and growth if they are managed effectively.

Effective conflict management in dialogic and multiparty conversations requires participants to remain respectful and open-minded. Participants should avoid making personal attacks or criticisms, and instead focus on the issues at hand. They should also be willing to listen to opposing viewpoints and seek to understand the underlying concerns or motivations behind different perspectives.

Another important characteristic of dialogic and multiparty conversations is the ability to establish common ground. Participants should work towards finding shared values or interests, and identifying common goals or objectives. This can help to build a sense of shared purpose and foster effective communication and collaboration.

Finally, dialogic and multiparty conversations require active listening skills. Participants should listen attentively to others' perspectives, asking clarifying questions and reflecting back what they have heard. They should also avoid interrupting or dominating the conversation, and allow all participants to have equal opportunities to speak.

In conclusion, the characteristics of dialogic and multiparty conversations include active participation, mutual respect, shared responsibility, flexibility, empathy, constructive feedback, effective conflict management, establishing common ground, and active listening. By embodying these characteristics, participants can work towards effective communication, collaboration, and understanding in cross-cultural and multiparty settings.

2.3. Importance of understanding dialogic and multiparty conversation

Understanding dialogic and multiparty conversation is important for several reasons:

Improved communication: Understanding how dialogic and multiparty conversations work can lead to improved communication skills, especially in cross-cultural contexts. By recognizing and adapting to cultural differences in communication styles, individuals can minimize communication barriers and build stronger relationships with others.

Increased collaboration: Dialogic and multiparty conversations provide opportunities for collaboration and cooperation among diverse groups of people. By understanding how to effectively engage in these conversations, individuals can work towards shared goals and achieve greater success.

Better decision-making: Dialogic and multiparty conversations provide a forum for individuals to share their perspectives and ideas. By actively listening to others and considering multiple viewpoints, individuals can make more informed and effective decisions.

Conflict resolution: Effective dialogic and multiparty conversations can help to resolve conflicts and misunderstandings. By engaging in respectful and constructive dialogue, participants can work towards finding mutually acceptable solutions to problems.

Increased empathy and understanding: Understanding dialogic and multiparty conversations can lead to increased empathy and understanding for others. By engaging in dialogue with people from different cultural and linguistic backgrounds, individuals can broaden their perspectives, challenge their assumptions, and develop a greater appreciation for diversity.

Overall, understanding dialogic and multiparty conversation is particularly important in today's globalized and interconnected world. As people and ideas travel more freely across borders, individuals from different cultural, linguistic, and socioeconomic backgrounds are increasingly coming into contact with one another.

In such a context, the ability to engage in effective dialogic and multiparty conversations is essential for building understanding, trust, and respect among diverse groups of people. It can help to overcome stereotypes and biases, break down communication barriers, and foster a more inclusive and equitable society.

Furthermore, effective dialogic and multiparty conversations are critical in many professional contexts, such as business, diplomacy, and academia. In these contexts, individuals may need to negotiate complex agreements, build partnerships across cultural divides, and work collaboratively with others from diverse backgrounds..

In conclusion, understanding dialogic and multiparty conversation is important for personal growth and development. By learning how to communicate effectively with others, individuals can build stronger relationships, develop a greater appreciation for diversity, and enhance their own emotional intelligence and social skills.

Interactive Approach

3.1. Definition of interactive approach

The interactive approach is a communication strategy that emphasizes active engagement and collaboration between participants in a conversation. In this approach, communication is viewed as a dynamic process that involves the exchange of messages between individuals, rather than a one-way transmission of information from a sender to a receiver.

The interactive approach recognizes that communication is influenced by a wide range of factors, including culture, context, and individual differences. It emphasizes the importance of adapting communication strategies to the specific needs and preferences of the participants in a conversation.

In the interactive approach, participants are encouraged to take an active role in the conversation, rather than simply receiving information or instructions. They are expected to contribute their own ideas, perspectives, and experiences, and to work collaboratively with others to achieve shared goals.

Overall, the interactive approach emphasizes the importance of active listening, effective feedback, and respectful dialogue in achieving effective communication and collaboration in cross-cultural and multiparty settings.

The interactive approach is particularly important in cross-cultural and multiparty conversations, where participants may have different communication styles, values, and expectations. In such contexts, the interactive approach can help to bridge cultural divides, overcome communication barriers, and build stronger relationships among participants.

The interactive approach is also effective in promoting mutual understanding and empathy among participants. By actively engaging with others and seeking to understand their perspectives and experiences, individuals can develop a greater appreciation for diversity and build stronger relationships across cultural and linguistic divides.

Moreover, the interactive approach is well-suited to collaborative problem-solving and decision-making. By encouraging participants to work together and contribute their own ideas and perspectives, the interactive approach can lead to more creative and effective solutions to complex problems.

In professional contexts, the interactive approach is particularly important in fields such as diplomacy, negotiation, and conflict resolution. In these settings, effective communication and collaboration are essential for achieving mutually acceptable solutions to complex problems.

Overall, the interactive approach is a powerful tool for achieving effective communication and collaboration in cross-cultural and multiparty contexts. It emphasizes active engagement, mutual understanding, and collaborative problem-solving, and can help to overcome communication barriers and build stronger relationships among diverse groups of people.

3.2. Importance of interactive approach in cross-cultural communication

The interactive approach is crucial in cross-cultural communication because it emphasizes the importance of adapting communication strategies to the specific needs and preferences of participants from different cultural backgrounds. This is particularly important in cross-cultural settings, where participants may have different communication styles, values, and expectations (Wadensjo, 2014).

By using the interactive approach, individuals can develop the skills and knowledge necessary to find a common ground with people across cultural boundaries. This includes active listening, empathetic understanding, and the ability to adapt communication styles to the needs of conversational participants.

Moreover, the interactive approach can help to overcome language barriers and build stronger relationships among participants from diverse cultural backgrounds. By actively engaging with others and seeking to understand their viewpoints and life experiences, we can develop a greater appreciation for diversity and build stronger relationships across cultural and linguistic divides.

The interactive approach is also effective in promoting mutual understanding and respect among participants. By working collaboratively and sharing ideas and perspectives, individuals can develop a deeper understanding of the cultural norms, values, and beliefs of others, and develop a greater respect for diversity.

Finally, the interactive approach is well-suited to collaborative problem-solving and decision-making, which is particularly important in cross-cultural contexts. By encouraging speakers to work together and contribute their own ideas and perspectives, the interactive approach can lead to more creative and effective solutions to complex problems.

In addition to the benefits mentioned above, this approach can also lead to increased creativity and innovation in cross-cultural communication.

Furthermore, the interactive approach can help to avoid misunderstandings and conflicts that can arise in cross-cultural communication. By actively engaging with others and seeking to understand their perspectives and experiences, individuals can clarify misunderstandings and avoid potential conflicts before they escalate.

Finally, the interactive approach can promote a sense of shared ownership and responsibility among participants. By working collaboratively and sharing ideas and perspectives, individuals can develop a sense of shared ownership over the communication process, which can help to foster a sense of trust and mutual respect among participants.

In summary, the interactive approach is crucial for achieving effective communication and collaboration in cross-cultural contexts. It promotes active engagement, mutual understanding, and collaborative problem-solving, and can lead to increased creativity and innovation, avoided conflicts, and a sense of shared ownership and responsibility among participants.

3.3. Techniques for effective interactive approach

Here are some techniques for effective interactive approach in cross-cultural communication:

1. **Active Listening:** This involves fully focusing on what the speaker is saying, without interrupting or making assumptions. It's important to acknowledge what the speaker is saying and to ask clarifying questions if necessary.
2. **Clarification:** This involves asking questions to clarify what the other person has said, and repeating what you have understood to confirm that you have understood correctly.
3. **Empathy:** This involves putting yourself in the other person's shoes and trying to understand their point of view. It's important to show genuine interest in the other person's perspective and to avoid making assumptions based on your own cultural background.
4. **Non-Verbal Communication:** This includes body language, facial expressions, and tone of voice. It's important to be aware of the cultural differences in non-verbal communication, and to use non-verbal cues that are appropriate for the cultural context.
5. **Cultural Awareness:** This involves being aware of the cultural differences in communication styles, values, and expectations. It's important to avoid stereotyping and to be open to learning about other cultures.
6. **Patience:** Cross-cultural communication can take more time than communication within the same cultural group. It's important to be patient and not to rush the communication process.
7. **Flexibility:** This involves adapting your communication style to the needs of the other person. It's important to be open to different ways of communicating and to be willing to change your communication style to fit the situation.

It's important to note that the effectiveness of the techniques mentioned above can vary depending on the specific cultural context. For example, some cultures place a higher value on direct communication and assertiveness, while others value indirect communication and harmony. Therefore, it's important to be aware of the cultural norms and values of the people you are communicating with and to adjust your communication style accordingly.

Another key aspect of effective interactive approach in cross-cultural communication is building rapport and establishing trust with the other person. This involves showing respect for the other person's cultural background, listening actively and attentively, and demonstrating a willingness to learn about their perspectives and experiences.

Additionally, effective interactive approach in cross-cultural communication involves being aware of the power dynamics that may be present in the communication context. For example, in some cultures, age or hierarchical status may play a significant role in communication. Being aware of these dynamics and adjusting your communication style accordingly can help to facilitate more effective communication.

Finally, it's important to recognize that cross-cultural communication can sometimes involve challenges and misunderstandings, even when individuals are using the most effective communication techniques. In these situations, it's important to remain patient, flexible, and open to feedback and learning opportunities.

In summary, effective interactive approach in cross-cultural communication involves building rapport and trust, adjusting your communication style to the cultural context, being aware of power dynamics, and being patient, flexible, and open to learning. By using these techniques, individuals can build stronger relationships and communicate more effectively across cultural boundaries.

CONCLUSIONS

In conclusion, cross-cultural communication is an important aspect of dialogic and multiparty conversations. Effective communication in these contexts requires an interactive approach that takes into account the cultural differences in communication styles, values, and expectations. By using techniques such as active listening, clarification, empathy, non-verbal communication, cultural awareness, patience, and flexibility, individuals can develop the skills and knowledge necessary to communicate effectively across cultural boundaries.

It's important to note that effective communication in cross-cultural contexts can be challenging and may require patience and persistence. Building rapport and establishing trust with the other person, being aware of power dynamics, and remaining open to feedback and learning opportunities can help to overcome these challenges and promote more effective communication.

Overall, developing effective interactive approach in cross-cultural communication can lead to stronger relationships, better collaboration, and improved outcomes in dialogic and multiparty conversations. By recognizing and embracing the cultural differences that exist in communication styles, individuals can work towards building more inclusive and effective communication practices in today's diverse and interconnected world.

РЕЗЮМЕ

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