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THE SPECIFICS OF DISCOURSE MODELING IN INTERCULTURAL COMMUNICATION

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Abstract

The study is devoted to the analysis of the specifics of discourse modeling in intercultural communication. It has been established that the features of the nomination of the main elements of a communicative event depend on the type of discourse that manifests itself in the specifics of the nomination of factors of the subject, chronotopos, cause and effect conditions of the event of intercultural communication. It has been proved that the complication of the type of discourse in intercultural communication leads to a decrease in specific concepts and an increase in the abstract definitions of each of the identified event factors through the use of means of expressing the subject's formal social and interpersonal status. It has been determined that the cognitive effort in the formation of intercultural communication is a shift from interpersonal identity to social, from the everyday locally-centered stereotype towards the temporality of professional activity, increasing the abstractness of localization and time. It has been revealed that the proposed approaches to discourse modeling in intercultural communication help to find more complex patterns in the dependence on types of situations, typologies of subjects, stages of intercultural conflicts, and historicism of intercultural communication and to systematize aspects of the analysis of the discourse of intercultural communication.

Keywords

Modeling – Discourse – Intercultural communication – Regularity – Stereotyp

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Introduction

Different types of intercultural communication modeling exist as types of modeling the development of intercultural competence of a person in a chronological perspective, or acculturation of a person. At the same time, crossing cultural boundaries inevitably changes the cognitive, affective, and behavioral level of an individual's self-knowledge: three stages of the adaptation process constitute a developmental model of those who are living abroad – initial adaptation – stress – restored adaptation. Therefore, the modeling option for acculturation, which has become a textbook example, is considered a formal way of representing the interaction of one's cultural identity with another's cultural environment.

In the future, modeling the integrative concept of discourse is important for intercultural communication. In this case, the logical relationships of the interaction of elements – contradiction, complementarity, conjunction, and disjunction – provide a four-part model that is often used to model many processes, including those that are potentially useful for intercultural communication discourse modeling.

The study of issues related to the formation of intercultural communication is reflected in the works of D.V. Vasev¹, N.Z. Baymurzayeva², B.S. Ibrasheva³, A.R. Kanafina⁴, A.V. Sukhorukikh⁵, I.A. Timerbulatov⁶, and others. At the same time, there are currently no clear determinants of intercultural communication, the definition of which would allow determining the features of modeling discourse in intercultural communication.

Methods

The theoretical and methodological basis of the study is: the abstract-logical method, methods of induction, deduction, analysis, synthesis, systematization – to justify approaches to discourse modeling in intercultural communication; graphic methods – to study the level and trends of changes in the parameters of intercultural discourse. The information base of the study is documents regulating various aspects of intercultural communication. The main range of questions is possible problems caused by verbal and nonverbal differences, as well as the identification of distinctive features of perception of reality and their influence on the effectiveness of dialogue relations in intercultural discourse⁷.

¹ D. V. Vasev, "Mezhkulturnaia kommunikatsiia v silovom pole dialoga kultur", *Vysshee obrazovanie segodnia* Vol: 3 (2020): 60-64.

² N. Z. Baymurzayeva, "Mezhkulturnye kommunikatsii: voprosy aktualizatsii i razvitiia v sovremennom mire", *Elektronnyi setevoi politematicheskii zhurnal "Nauchnye trudy KubGTU"* Vol: 2 (2019): 391-404.

³ B. S. Ibrasheva y S. A. Volkova, "Spetsifika biznes-etiketa v mezh-kulturnom prostranstve", *Sotsialnye nauki* Vol 1 num 24 (2019): 120-124.

⁴ A. R. Kanafina y F. G. Fatkullina, "Kategoriia prostranstva v mezh-kulturnoi kommunikatsii", *Tsentralnyi nauchnyi vestnik* Vol: 4 num 7 (72) (2019): 14-15.

⁵ A. V. Sukhorukikh, "The Educational tradition as a factor in the formation of intercultural dialogue", *Intellekt. Innovatsii. Investitsii* Vol: 1 (2019): 74-81.

⁶ I. A. Timerbulatov, "Gendernye aspekty v mezhkulturnoi kommu-nikatsii: problemnye momenty i vozmozhnye puti ikh resheniia", *Aktualnye problemy gosudarstva i obshchestva v oblasti obespecheniia prav i svobod cheloveka i grazhdanina* Vol: 1 (2020): 236-239.

⁷ Ek. V. Agamirova; El. V. Agamirova; O. Ye. Lebedeva; K. A. Lebedev y S. V. Ilkevich, "Methodology of estimation of quality of tourist product", *Quality - Access to Success* Vol: 18 num

In the course of the study, it is planned to consider options for intercultural communication modeling and methods for discourse modeling, justify the proposed model of intercultural communication discourse based on the criteria for the professional development of the personality and intercultural competence of the individual, and analyze the discourse of intercultural communication to confirm the model factors.

Results

Studies show that the cognitive mechanism of discourse is the mechanism of personality development in activity, that is, the complementary mechanism of adaptation and individualization in the process of personality self-determination, which determines its integration in joint activities with the subsequent consolidation of a useful result and intercultural communication ability (Figure 1).

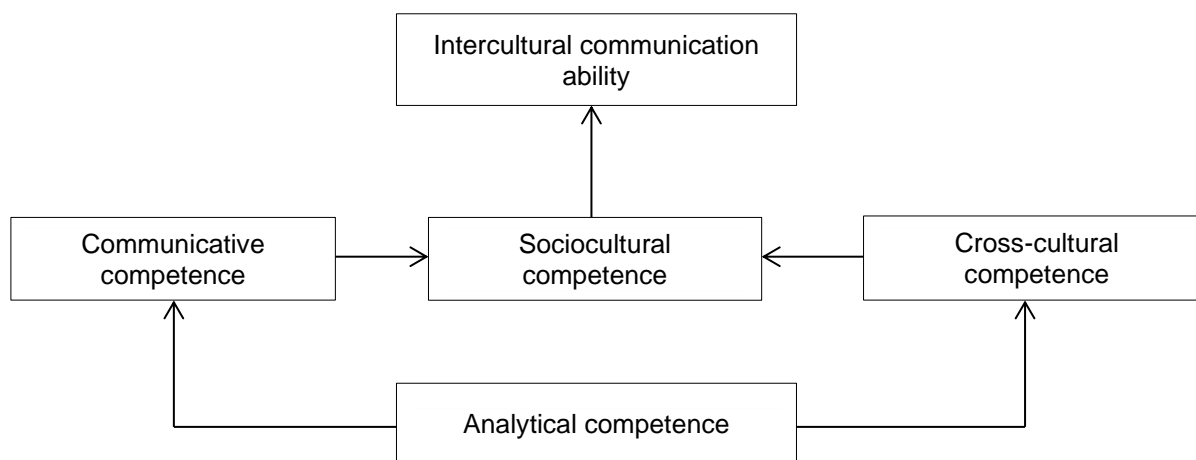


Figure 1
Intercultural communication ability

The concept of discourse as a language-ability lies in the method of integration, not a system-structural one, as is most often represented in modeling processes, but voluminous. At the same time, the peculiarity of discourse as a non-discrete, diffuse formation is inevitably associated with a generalized representation of its conceptual organization, with knowledge of how the social organization of communicants is created, where the discourse appears not so much due to the comparative power of the discourse, but the interconnections between discursive units (elements) different language levels.

Therefore, we will adhere to the following provisions in the analysis of discourse:

– it is necessary to distinguish between different levels of the structure of discourse – macrostructure, or global structure (division into large components: episodes, paragraphs, replica groups), and microstructure, or local structure (predications, any other unit of the course);

157 (2017): 82-84; I. N. Lukiyanchuk; S. V. Panasenko; S. Yu. Kazantseva; K. A. Lebedev y O. Ye. Lebedeva, "Development of online retailing logistics flows in a globalized digital economy", *Revista Inclusiones* Vol: 7 num S2-1 (2020): 407- 416 y E. I. Shishanova; A. S. Bagdasarian; A. E. Semak; A. L. Frolov y P. N. Sharonin, "Integrated Use of Multitrophic Aquaculture Resources in the Recreational Business", *Journal of Environmental Management and Tourism* Vol: XI num 3 (43) (2020): 714 - 720.

– according to the theory of rhetorical structure, we assume that any unit of discourse is associated with at least one other unit of this discourse through some meaningful connection;

– units of discourse that interconnect – rhetorical relations can be of very different sizes – from maximum (direct components of the whole discourse) to minimal (individual clauses);

– discourse is arranged hierarchically, and rhetorical relations are used for all levels of the hierarchy.

Thus, clarifying the main principles of discourse modeling, we believe it is possible to use the formalism of conceptual relationships on the same grounds as an analysis technique, for example, in the concept “subject”, highlight the repeating sides of the concept “gender”, “age”, “profession”, etc. If the global connectivity of the discourse is ensured by the unity of the topic of the discourse (in our case, the general situation of communication between representatives of different countries), then the local connectivity of the discourse – the relations between minimal discursive units and their parts – can be structured in different ways.

In this case, four types of local connectivity can be distinguished (especially characteristic of narrative discourse): referential (identity of participants), spatial, temporal, and eventual. Eventual connectivity is the subject of research in the theory of rhetorical structure, that is, eventuality is reconstructed through the prism of referential, spatial, and temporal connectivity.

In our discursive model of intercultural communication, we identified four varieties of types of discourse of intercultural communication: on the first level I – educational (naive); on the second level (professional practical) II – personal (tourist, relaxation), III – professional (non-special), IV – professional (special). Giving an account to the fact that in its pure form no text is a specific kind of intercultural communication, nevertheless, we assign texts to the type of intercultural communication thematically, often using rubrics and corresponding headings.

We take into account the fact that almost all texts have a professional level of intercultural communication in the background, since they are mediated by an interpretation of reality. However, in general, this does not contradict the logical conclusions arising from the discursive model of intercultural communication: a) the boundaries of discourse are clearly indefinable, b) the professional variety of intercultural communication is central to the model, c) the dynamism of the model implies the freedom of boundaries of the discourse of intercultural communication. In accordance with the integrated model of a communicative event, a consistent analysis is given of: a) subjects of intercultural communication; b) a chronotopos – the place and time of an event; c) a causal relationship in an event. In this case, one of the options for a qualitative analysis of the discourse is to identify the nominations of the subjects of communication in the paradigmatic text. What is important is how the characteristics of nationality and opposition are developed through social status (which is culturally determined) and oppositives (situationally determined). With such a distinction, we see that, first, the general law is the submission of another subject of communication to a common status and, second, the differentiation “inside” of the subject of their own culture.

Thus, in the characteristics of the subjects of intercultural communication, two principles are laid down – generalization of the opposite side and differentiation in self-identification. These principles are basic, as they are linguistic-cognitive, due to the development of a linguistic personality in the course of its life. In the educational (everyday) and tourist (personal) discourse, we see that differentiation according to external signs is frequent: a friend, an attractive person, a girl with hazel eyes and flaxen hair.

At the same time, the self-identification of the subject is noticeably less differentiated. In general, the vectorization of the nomination is directed not towards the cultural conditionality of the communicants, but situationality, when the belonging of the communicants to a certain culture recedes into the background. In this case, the most clear-cut criterion for fixing interculturality of communication is the correlation of a foreign subject through the abstract framework of the Russian mentality, or in other words, when the fact of a foreign cultural reality is presented next to the nonnative language.

Therefore, the referential field of an intercultural communication event is of great importance for identifying the type of intercultural discourse. In the paradigm of the text, it is extremely rare to find a variety of nominations of subjects of intercultural communication of the fourth – professional, special type. This is due to the ethical standards of professional activity, while the reflection of specialists on the language is very valuable. In addition, for the training of translators as specialists in intercultural communication, methods of evaluating the subject as a speaker and their communicative competence are necessary.

In general, the analysis of the subject of intercultural communication confirms the level organization of the personality, subdivided into the level of naive (educational), tourist, and professional (practical). In a linguistic sense, levels are subdivided as they progress (from naive to practical professional) due to the ways of generalizing a cocommunicant, increasing the level of abstraction about a cocommunicant.

Studies show that with an increase in the level of special knowledge, the level of generalization of another subject increases, that is, with a greater professional community, fewer personality matches occur. Additionally, we can conclude that the contradiction of the subject of intercultural communication is that, by realizing one type of communication, the communicant weakens the other. The subject's nomination sign coincides only at the extreme pole of the discourse – in its most integrated type – special professional discourse – the sign of both professional and interpersonal communication coincides there.

The analysis shows that the main way to implement space-time relationships in intercultural discourse is hyperonymy. At the same time, movement in a metonymic transfer is possible both from the general to the particular, and the substantiation of the particular by the general. Hyperonymy is associated with an object, the division of which in another cultural space occurs on other grounds. It is characteristic that in this case it can be: 1) with the objective separability of the object, the relationship of the spatial division of the object and time periods; 2) the involvement of the subject in the explanation of local and temporal relations, while the cardinal quality of the subject can be considered solely their own nationality.

As in the case of the subject of intercultural communication, it is important to understand through the realities of the perceiver and expressed using expressive means.

Moreover, toponyms and proper names (names of shops, districts, and streets) serve as the basic identification markers of a place. Culturally specific temporal definitions are not actually involved, unless temporality is a feature of the object of communication, which indicates a greater universality of the formal division of time, for example, as in our case, consisting in a sequence of actions.

Since the examples may contain different situations of communication: personal (1), professional-analytical (2), and professional-personal (3), we can characterize: in the first case, the balance of the time-place ratio, in the second, the prevalence of localization, in the third, the prevalence of timekeeping. The third case is the most revealing, since the time factor is crucial in the formation of a foreign language communicative competence (Figure 2).

Unlike the parameter of the subject of intercultural communication, situational conditioning practically does not act as a factor in explaining perception (for example, a particular store – unless this particular object is the subject of communication), and on the contrary, cultural conditioning of local and temporal nomination is almost always the case. Another observation is curious – the more formal the level of communication (political negotiations, interstate communication, for example), the more frequent toponymy and less frequent hyperonymy is used, that is, cultural specificity is leveled (exists as if in an indirect form, accepted by default) and the value of situationality increases.

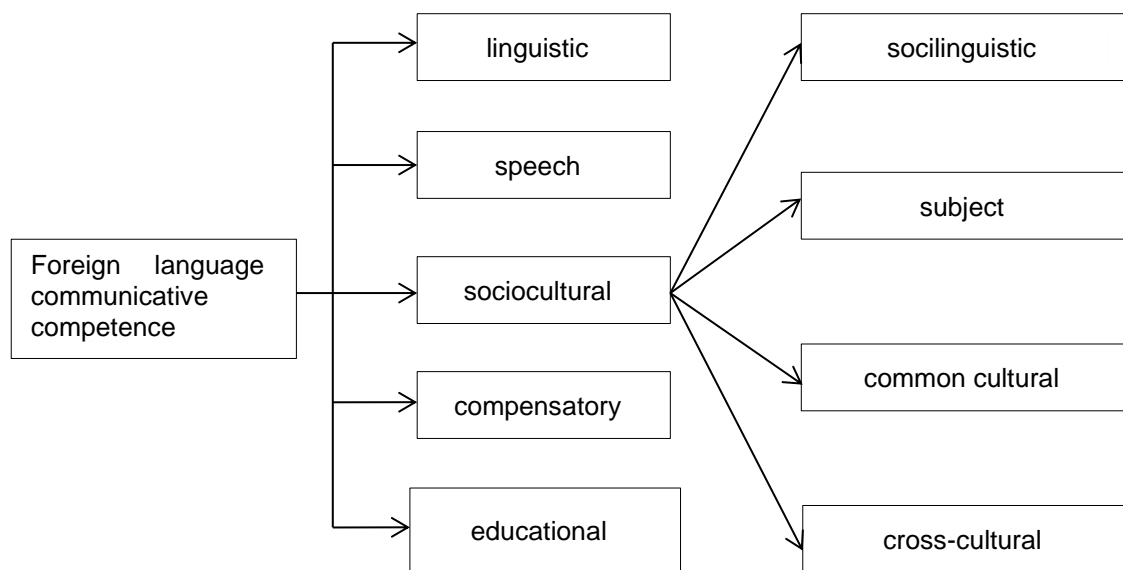


Figure 2
Formation of a foreign language communicative competencies

At the same time, all this indicates a high level of professionalism, which operates with a large number of relatively universal concepts for this sphere. Returning to the question of intercultural communication, we can conclude that the cognitive effort in the formation of intercultural communication is a shift from the everyday locally-centered stereotype towards the temporality of professional activity, increasing the abstractness of place and time.

In this case, the concept of a chronotopos explains the specifics of intercultural communication only partially. In our opinion, qualitatively new data can be obtained if we

consider the factor of place or time in the plane of the cause of the intercultural situation or the history of the occurrence of a specific situation. At the verbal level, the prehistory contains indicators of place and time, but only with the use of: a) intensifiers (but only then, by itself); b) opposing conjunctions (but, although), c) modality (should have been, it was necessary), d) subjunctive mood (we would decide for ourselves), e) rationally-estimated vocabulary of emotional states (indignant, annoyed, perplexed).

This characteristic of intercultural communication presents the greatest difficulty for the analysis and intercultural discourse modeling, since it does not have clearly defined verbal boundaries, since the same category of modality intersects with assessment vocabulary and the subjunctive mood. Moreover, the analysis does not demonstrate the relatively strict fixation of one way or another way of expressing referentiality by type of intercultural communication.

Discussion

The reliability of the presented approaches is confirmed by the fact that, on the one hand, we have the potentially general linguistic significance of all expressive means and, on the other hand, a chronotopos in a classical form. At the heart of the chronotopos, the time factor becomes the dominant factor, since communication forms intercultural competence. When taking into account the connection of place markers with intensifiers, modality, and evaluation, generalized concepts are cultural-specific social institutions⁸.

At the same time, the discourse parameter is a consequence of the event. The consequence of the situation of the intercultural situation is a logical conclusion about what should be done (the subjunctive mood is used, an unreal condition). In terms of language, such statements resemble *sententiae*, not only with a specific verbal content, but clearly marked grammatical, normative-grammatical form, emphasizing the difference in cultural attitudes. Opposing unions and subordinate clauses (though), affirmative constructions with vocabulary denoting the difference (the difference is that). The consequence of the situation of intercultural communication is a generalized judgment, which can be transposed to other similar classes of situations. It is characteristic that the final judgment is given in relation to a specific situation, but its meaning is wider. In the investigation parameter of the communicative event of intercultural communication, it is no longer a specific subject that is used, but a generalized cultural subject and a proponent subject. Therefore, the generalization of subjects always appears at the end of the presented communicative situation; otherwise, the order of perception is violated as a time factor.

Conclusion

Summing up, it can be noted that the specifics of the nomination of the main elements of a communicative event depend on the type of discourse. This dependence is manifested in the specifics of the nomination of factors of the subject, chronotopos, cause

⁸ S. V. Bezhanova, N. M. Maluygina, R. I. Polyakova, E. A. Fedorova, Y. A. Semenova. "Social prerequisites for the development of an individual's innovation culture in modern society", *International Journal of Civil Engineering and Technology* Vol: 10 num 2 (2019): 1885-1891; A. V. Shelygov, P. N. Sharonin, E. B. Tretyak. "The Early Fields of Thought in Change Management", *Journal of Economy and entrepreneurship* Vol: 7 num 108 (2019): 185-190 y N. A. Zavalko, V. O. Kozhina, A. G. Zhakevich, O. E. Matyunina, O. Ye. Lebedeva, "Methodical approaches to rating the quality of financial control at the enterprise", *Quality - Access to Success* Vol: 18 num 161 (2017): 69-72.

and effect conditions of the event of intercultural communication. At the same time, the complexity of the type of discourse on the naive-professional scale leads to a decrease in specific concepts and an increase in the abstract concepts of each of the identified event factors through the use of means of expressing the subject's formal social and interpersonal status.

In this case, the cognitive effort in the formation of intercultural communication is a shift from the interpersonal identity of the individual to the social, from the everyday locally-centered stereotype towards the temporality of professional activity, increasing the abstractness of localization and time. Therefore, the proposed approaches to discourse in intercultural communication modeling help to find more complex patterns depending on the types of situations, typologies of subjects, stages of intercultural conflicts, and historicism of intercultural communication, and to systematize aspects of the analysis of the discourse of intercultural communication.

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