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MANAGING CROSS-CULTURAL COMMUNICATION IN THE CONTEXT OF DIGITALIZATION

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ABSTRACT

The article deals with the formation of approaches to managing cross-cultural communication in the context of digitalization. It is established that cultural digitalization means a crisis of institutions and a loss of their own space in the social sphere. It is proved that cultural identity destroys the processes that are interconnected with digitalization in the cultural sector since the cultural identity of a person belonging to a certain community is implemented primarily through the formation of norms, ideas, values, and behavior patterns that form this identity. It is revealed that the ecological crisis, digital and demographic explosions, unprecedented social and financial turmoil around the world lead to an increase in uncertainty and unsustainability, and change a person's idea of the purpose and meaning of his/her existence. It is determined that one of the features of cross-cultural communication in the context of digitalization is the appeal to the knowledge of self-organization mechanisms of complex evolutionary and super complex systems.

INTRODUCTION

The relevance of the study of cross-cultural communication is due to its exceptional importance in the development of human civilization as a guarantor of the existence of the cultures as they are. As such, cross-cultural communication is scientific ethics attempting to develop scientific methods to improve mutual understanding and intercultural exchange. One of the reasons for the interest in cross-cultural communication is the development of human civilization, internationalization, globalization, and digitalization. Besides, cross-cultural communication involves communication among representatives of different cultures and peoples and is aimed at expanding cultural contacts in the context of digitalization. As a social phenomenon, it is characterized by many qualities and dynamism, and therefore culture is considered as a generic concept, while cultural contacts take various forms, which are expressed in complementarity and dialogue. At the same time, cross-cultural communication is an indicator of the development of culture in the society: on the one hand, it reveals its ability to perceive foreign cultural elements and generate new forms for this socio-cultural organism on this basis; while on the other hand, it reveals its ability to translate its own values into other cultures.

The study of cross-cultural communication development issues is reflected in the works of Baimurzayeva [1], Belyakova [2], Vinokurova [3], Drach [4], Tarasyuk [5], Vorontsova [6], and others. The conducted research shows that scientists have made a significant contribution to the formation and development of cross-cultural communication. However, the implementation of a strategy for managing cross-cultural communication in the context of digitalization requires further meaningful study.

METHODS

The theoretical and methodological basis of the research includes an abstract-logical method, methods of induction, deduction, analysis, synthesis, and systematization, used to justify the approach to the study of cross-cultural communication, as well as the graphic method employed to explore the level and trends in the parameters reflecting the development of cross-cultural communication in the context of digitalization.

The information base of the article includes statistical data of state bodies, legislative and regulatory documents governing the management of cross-cultural communication in the context of digitalization, approaches to regulating the system of interaction among the main participants of cross-cultural communication, as well as the results of scientific research [7- 9].

In the course of the research, it is planned to consider cross-cultural communication managing options in the context of digitalization, to justify the development paths of the cross-cultural communication system in order to confirm their development parameters in present-day conditions.

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RESULTS

The influence of digital culture on the functioning of social mechanisms

The practice has shown that cultural globalization is a process in which all countries and civilizations are involved not only as subjects but as objects. Initially, the cultural digitalization processes lead to the fact that public macro social relations of people go beyond the nation-state communities and acquire a transnational character. At that, digital culture involves customer-centricity, data-driven decision-making, collaboration, open communication, and digital thinking [Fig. 1].

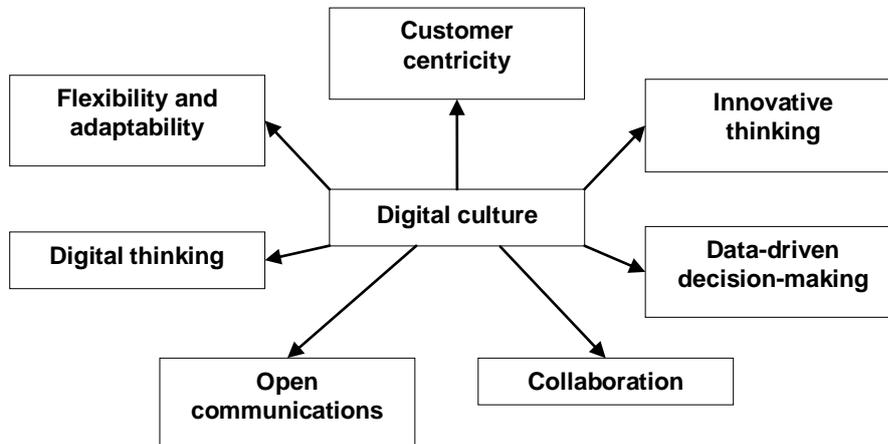


Fig. 1: Main aspects of digital culture in present-day conditions

Besides, digital culture weakens identification; along with digitalization, the structure of the basic principles on which states and societies were based, representing territorial fenced-off unities, is destroyed; new power and competitive relations are created, new conflicts and contradictions appear between nation-state unities and factors, on the one hand, and transnational factors, identities, social spaces, situations, and processes develop, on the other hand.

At the same time, digit-based culture means a crisis of institutions and the loss of their own space in the social sphere: personal life displaces public life and absorbs it (one of the manifestations of the process of individualization). As a result, the uncertainty and ambivalence of people's consciousness and social identity increase. Under these circumstances, cultural identity destroys the processes that are interconnected with digitalization in the cultural sector since the cultural identity of a person belonging to a certain community is implemented primarily through the formation of norms, ideas, values, and behavior patterns that form this identity.

At that, national minorities involved in the cultural globalization process, both elite and mass (for example, migrants) become carriers of not one, but two, or even more cultures. In this case, we acknowledge the formation of a new global cultural identity, or even a global spirit, referring to the standards of culture that are rapidly spreading throughout the world, and partial mixing of cultures makes it possible to form cultural families, which indicates a transition to wider cultural areas.

However, the imperative of contemporary digitalization is the interaction of cultures and civilizations. In this context, cross-cultural communication is developing as a complex social phenomenon that generates more and more contradictions. In this case, cross-cultural communication is one of the conditions for exchanging spiritual values among people, and in each new generation, a human becomes a personality only as a result of mastering the entire cultural wealth of humanity.

A number of outstanding scientists participated in the development of the concept of cross-cultural communication. A characteristic feature of this process is the growing role of cross-cultural communication as an objective factor, which has objectively led to an increase in scientific and practical interest in the study of problems of cross-cultural communication which is developing in the context of digitalization and puts forward the task of deploying scientific research on this issue.

This pattern has acquired signs of a priority trend of cultural digitalization in the context of the comprehensive development of ethnic groups, the growth of national identity and the role of the national idea, as well as the search for ways to optimize ethnic identity in the context of new trends in a multicultural society. Against this background, the study of cross-cultural communication problems in the context of digitalization, overcoming conflicting ethnicity, new problems of a multicultural society, migration, and immigration processes, strengthening the role of a nation-state, shows that cross-cultural communication is one of the determining factors. The development of modern science actualizes the study of cross-cultural existence among the cultural realities of digitization, understanding the deep conflicts,

contradictions, and problems in the ethno national sphere, the search for optimal models of society modernization and development. Preservation of self-identity and identity of ethnic groups and national minorities and the implementation of creativity and self-determination of the social subject in the context of digitalization take place in the framework of cross-cultural communication which is an important factor that gives personality rootedness in the life of a nation, or ethnic group, defining cross-cultural communication as the main trend in the contemporary development of mankind.

The concept and approaches of cross-cultural communication

In this regard, the need for the social analysis of cross-cultural communication as an important factor in the development of an individual is significantly actualized, and therefore, social analysis appears as a powerful factor in the consolidation of national existence and can find optimal forms of overcoming conflict-causing factors due to cross-cultural communication between peoples and civilizations.

An attempt to generalize the interpretation of cross-cultural communication among the realities of cultural globalization leads to the conclusion that they are diverse and contradictory. Trying to cope with the inexhaustible complexity of cross-cultural communication in the context of globalization, society is faced with an urgent necessity to understand the essence of new digital trends, determine the place and role of the cross-communication factor, and find out the causes of new ideological problems that have arisen in a multicultural society.

Contemporary studies of cross-cultural communication adhere to Western scientific traditions in their approaches to this complex and contradictory phenomenon. They reflect the following research interests: 1) sociological (social, ethnic, and other factors of cross-cultural communication); 2) linguistic (language styles, language personality, the effectiveness of cross-cultural communication); 3) psychological (psychological and emotional components of cross-cultural communication, value orientations and motivations).

The research made it possible to introduce the concept of "integral field of culture", which allows reducing all facets of the axiological aspect of human social activity to a single whole. An informational and semiotic approach to cross-cultural communication is also being developed. At the same time, digital analysis of cultural processes has allowed us to consider cultural phenomena as signs that carry certain meaning and information, and to build information models of cultural processes.

At that, cross-cultural communication gives rise to a new problem of cultural adaptation in the context of digitization, involves the cultural adaptation process of personality to the specific conditions of the cultural environment that defines certain characteristics of culture existence, the inner desire of the individual for improvement; active interaction with the cultural environment that determines human behavior; effective interaction of a human with the ethno cultural environment; as well as the result of the interaction in the system of "human - cultural environment".

Research within the framework of cross-cultural communication focuses on the problems of cross-cultural differences in the context of digitalization, analysis of the relationship between them, and the characteristic behavior of culture bearers. As such, the problems of culture and personality, the emergence of the so-called competence model of the cross-cultural communication subject serve the basis for cross-cultural research [Fig. 2].

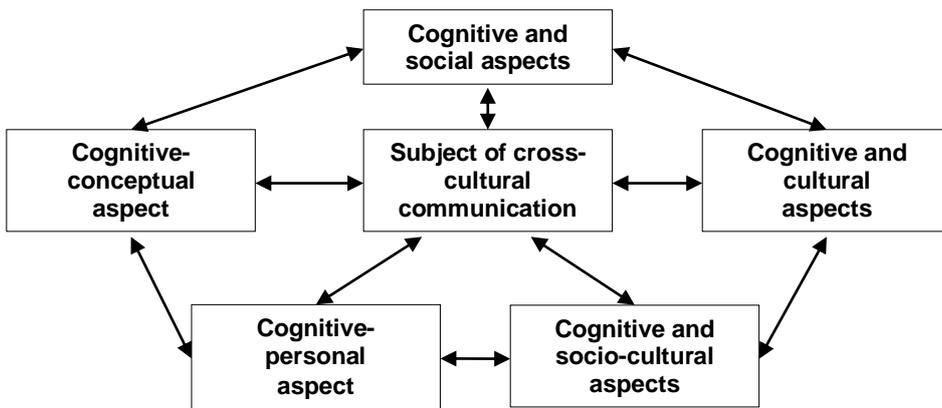


Fig. 2: Competence-based model of the subject of cross-cultural communication

Studies exploring cross-cultural differences usually include three approaches to the analysis of cross-cultural communication: 1) the first approach is based on the classical positivist methodology of subject-object relations, represented by the concept of structural functionalism, the system-based method, and the concept of digital society; 2) the second approach is based on the methodological framework which is built upon the cognitive model of subject-object relations, in which the communications sphere is

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distinguished as a special ontological object; 3) the third approach reduces the nature of the social aspect to subjective-objective relations, that is, to the principle of inter subjectivity and excludes objectivity.

In the framework of the present study, society is considered as a network of communications that create an opportunity for self-description of society and its self-reproduction, and appear as an active self-organized environment. Such an analysis of communication brings it to the scientific level and gives it a digital role. One of the reasons for the interest in cross-cultural communication is the development of human civilization, internationalization, and digitalization.

Practice has shown that the ongoing geopolitical changes will experience a balance among the nation, territory, and state, a balance that is recognized and ensured mainly by national systems. At that, the scientific hypothesis includes the presence of structural and functional links and interdependencies between culture and civilization, culture and communication, communication and interaction; and allows us to consider cross-cultural communication as a social phenomenon in the context of digitalization. Besides, cross-cultural communication provides interaction between subsystems of culture within the society, individuals within the same culture, or at the level of cross-cultural communication, as well as between different and time transgressive cultures. In the course of cross-cultural communication, the cross-cultural experience is transmitted, as well as interacting subjects change, and new personal qualities are formed.

As the community develops globally, cross-cultural communication is also developing, which is reflected in the growing importance of common achievements in digitalization for humanity. Cross-cultural communication appears as a dialectical-synergetic process in which various vectors (integration-differentiation-universalization-particularization-conflicts-cooperation) do not exclude but complement each other.

The cross-cultural communication dynamics is considered as a process of continuous development, improvement of the cross-cultural interaction quality, growth of relationships in various spheres of social life and at different levels (the civilizational, national, intergroup, and interpersonal ones). In each case, putting forward the goal of achieving and expanding mutual understanding, the possibility of inversion, that is, the degradation of relations, is also taken into account. It is not excluded that with the emergence of new factors and impulses for interaction and communication, mutual understanding is still deepening.

At the same time, contemporary conditions of digitalization give rise to many problems of cross-cultural communication in contemporary society, caused by the contradictions between the global and the local, the universal and the individual. The digital system is getting tighter based on the integration of economic, political, technological, and information systems. Increasing digitalization leads to an increase in cultural identity. This process forms a conglomerate of interacting cultural social media, different in their history, traditions, language, and religion.

Cultural adaptation in the context of cross-cultural communication

The reliability of the presented approaches is confirmed by the fact that cultural characteristics are less amenable to change than political and economic ones. It is ever more obvious that cross-cultural communication is becoming an important factor in regulating both: one's internal life and relations between peoples who need dialogue in the context of digitalization and globalization [10- 12].

At that, cultural adaptation in the context of cross-cultural communication involves cultural and psychological mechanisms that form stereotypes of cultural behavior and perception of a certain type of cultural communication, belonging to a certain ethno cultural group, and using the capabilities of a certain society in which digitalization processes take place.

Cultural adaptation is related to adjustment mechanisms, such as communication, values, norms, identification, traditions, folklore, education, religion, family, and kinship. The essence of cultural adaptation is manifested in ensuring the protection of the individual in the situation of the information space, in the influence of the socio-cultural environment on the individual in a constantly changing digital society.

Therefore, the digital model provides support for the ethnic identity by restoring ethnic culture, which is a symbol of this ethnic group; ensuring the integration of the ethnic group into the new socio-cultural, socio-political, and economic conditions; developing the necessary cultural customs, taking into account the specifics of the development of a particular ethnic group. At the same time, cultural adaptation is based on the principle of similarity of attitudes and behavioral patterns that arise in the course of digital development.

Cultural adaptation occurs in the context of a particular ethnic group, which is a type of cultural community determined by the historical and symbolic-cultural attributes of the ethnic identity. As such, the synergetic methodology for analyzing the management of social processes in the context of digitalization is reduced to rational explaining the laws and principles of organizing social life and joint life of people in the contemporary society; achieving stability in the society which is characterized by constantly occurring crises, transformations or reforms that shake the society in a vortex of permanent social changes.

CONCLUSION

Summing up, it can be noted that the analysis of social management as a complex social whole involves the use of the conceptual construct and methodological tools of synergetic as a scientific research paradigm. At that, the environmental crisis, digital and demographic explosions, unprecedented social and financial turmoil around the world, the intense transformation of public institutions, and the entire socio-cultural environment lead to an increase in uncertainty and unsustainability, as well as change a person's idea of the purpose and meaning of their existence in the context of digitization.

Therefore, one of the features of cross-cultural communication in the context of digitalization is to address the knowledge of the mechanisms of self-organization of complex evolutionary and super complex systems which are in a condition far from equilibrium, when their sensitivity to minor fluctuations at the micro level increases, leading to changes in the behavior of the entire macro system. In this case, the destruction of the dynamic balance of cross-cultural communication structures and subsystems, the entry into a phase of the crisis in which unstable structures are subject to rapid disintegration, lead to a change in the scenario of digitalization processes.

CONFLICT OF INTEREST

There is no conflict of interest.

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