



«ALL CULTURES ARE DIFFERENT!

ALL CULTURES ARE EQUAL!»

We are surrounded by an amazingly diverse and rich world of cultures, people and things. The historical experience of centuries-old multicultural interaction has given us the well-known, but rather antiquated idea, essential for intercultural communication: "When in Rome, do as the Romans do." For many centuries, this way was considered the only correct and acceptable one. What has changed in our modern world? Is it possible today not just to copy behaviours in a foreign country but to try, first of all, to understand it, absorb it and accept it?

*Intercultural training aims at the practical mastery of the values, norms and rules of the representatives of another culture, and also to show that the value and uniqueness of any culture lies in its uniqueness.*

## PRINCIPLES OF INTERCULTURAL COMMUNICATION

1 Intercultural communication and interaction is about understanding cultural differences. Effective interaction takes place when you can not only agree that differences exist but also understand the essence of these differences, accept the specifics of another culture, and take these specifics into account in your behavior.

2 Intercultural communication fails under the following conditions:



a) if we encroach on the system of values accepted in the culture of another person;

b) we infringe on someone's national feelings;

c) we offend someone's national dignity.

**3** In the process of intercultural communication, it is important to focus on the future, not on the past. Of course, when starting intercultural communication, you need to know the past, the history of your own and other nations, their culture, art, literature, and the history of the nations' relations.

However, the dominant orientation is towards the future - how our two peoples will continue to live on our beautiful Earth, how they will cooperate, trade, exchange tourists, create unions, international associations, joint ventures.

The purpose of intercultural communication is the priority of respecting one's interests in one's culture while also respecting the interest of a representative of another culture in his or her culture too.



In intercultural communication, a special approach is required to respect the interests of representatives of two cultures. In intercultural interaction, it is necessary to protect not only one's own interests, but also the interests of one's people as a whole.

Therefore, depending on whose territory the communication takes place and the interests of which people are being discussed, priority protection of interests is necessary for this people and their representatives.

# WE ARE ALL DIFFERENT, BUT WE ARE EQUAL

The world in which we live is diverse, and as the degree of diversity grows, its forms multiply. This phenomenon is based on the huge number of social differences: between people, groups of people, social processes, associations, situations, regimes, practices, cultures and subcultures. Adapting to life in the face of so many differences, humanity has come to the conclusion that it is necessary to develop psychological qualities in people that enable them to live harmoniously with others.

**T**olerance means respect, acceptance and correct understanding of the rich diversity of cultures in our world, our forms of self-expression and ways of manifesting human individuality. Tolerance makes it possible to achieve peace and enables us to move from a culture of war to a culture of peace.

The personal quality of being able to actively accept the world as it is, in all its diversity, without trying either to passively adapt to it or to remake it in one's own image, is usually denoted by the term tolerance.

Intolerance is the rejection of another person, the unwillingness to coexist with other (kinds of) people; intolerance manifests itself through destructiveness, conflict, aggressive behaviour.

**The position of a person in relation to him or herself and those around them can be described in the following types of attitudes:**



«I AM GOOD - YOU ARE GOOD».



This is the most moral and productive attitude, since in most cases we are harmed not by intent, but by thoughtlessness, because of our own moral immaturity. People with this mindset know their worth and expect others to treat them appropriately.

They work and collaborate constructively.  
These are "winners" and they "win".



«I AM GOOD - YOU ARE BAD».



This attitude is typical for those who are not capable of constructive self-affirmation.

They push the responsibility for their problems onto others and, in case of failure, try to find the guilty ones and take their frustrations out on them.

In this case, momentary self-affirmation occurs at the expense of humiliating others, which is immoral and unproductive.



«I'M BAD - YOU'RE GOOD».



This attitude is typical of people with an inferiority complex who feel powerless compared to others. They often tend to avoid close contact with others or stick to strong personalities. Often such people are depressed.



«I AM BAD - YOU ARE BAD».



This attitude leads to self-degradation of the personality, gives rise to a feeling of hopelessness and a loss of interest in life. People with this attitude are easily irritated, prone to severe depression, and unpredictable.

**Few people stick exclusively to one of these four attitudes, but one of them, as a rule, dominates. Therefore, it is especially important, to work on yourself constantly to become able to consciously and purposefully strive to strengthen your feeling of "everything is in order" so as to overcome negative attitudes towards yourself and others.**