Cultural exchange and cross-border dynamics in Europe: Exploring language, heritage, and shared ideals

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Abstract The issue of the development of intercultural communication in the context of cross-cultural interaction in the European region plays a crucial role due to geopolitical challenges and the need to formulate individual socio-economic and cultural development strategies. The research focuses on determining the impact of the peculiarities of the modern development of intercultural communication in the context of globalization and the spread of the trend toward the use of digital technologies that enhance the accessibility of cross-cultural interaction. The article aims to define the role of intercultural communication in the modern world and outline further development prospects. An important research area is the analysis of theoretical and practical aspects of language evolution as the main identifier of an ethnic group and its influence on cultural processes. The article outlines the main directions of intercultural communication and its impact on economic and cultural cooperation. The statistical aspects of language use and the spread of cultural influence in the European continent are investigated based on the applied analysis. It is found that strengthening cross-cultural interaction has a positive impact on socio-economic, environmental, and educational development. The results show that the majority of respondents have a low level of motivation to master professional speech competence. The level of motivation among Masters is higher than among Bachelors. There is a certain psychological dissonance of motivation. Respondents have high and very high levels of motivation to establish relations with other people, but there are no students with a high level of motivation to master professional speech competence. All this is important for ensuring democratic values and the possibility of optimizing modern policy on the exchange of cultural experience.

Keywords: international cooperation, linguistic groups, cross-cultural interaction, intercultural communication, communication channels, cultural exchange

1. Introduction

In today's context, the issue of intercultural communication remains extremely important. In the countries of the European Union, there are more than a hundred nations with a wide distribution of dialects, linguistic characteristics, and their own religious and traditional preferences. Globalization and its rapid development during 2022 and 2023 have led to the strengthening of the trend towards the use of digital technologies in most areas of human activity. The ability to ensure effective communication policy serves as a tool for interaction between Indo-European linguistic groups. This improves the understanding of Anglo-Saxon culture, which is leading and influencing the European region and the entire world.

The interplay of intercultural dialogue and cross-cultural exchanges stands as a cornerstone in the European milieu, embodying a fusion of distinct languages, cultural frameworks, and shared ethos. The continent of Europe, with its myriad of tongues and cultural legacies, epitomizes the critical role of embracing diversity and forging connections across different societal fabrics. Language not merely serves as the conduit for communication but equally as a gateway to understanding the rich cultural intricacies and age-old traditions that pepper each European nation. The capacity to bridge linguistic divides not only nurtures closer bonds among people but also encourages a leap beyond individual cultural confines towards embracing the collective diversity that marks Europe. Furthermore, acknowledging and valuing cultural multiplicity is key to knitting a
cohesive and unified societal tapestry across the continent, paving the way for a shared sense of community and identity among its denizens, thus smoothing over divides that might otherwise fragment (Ho, 2020).

Language usage can be a crucial factor in ensuring effective diplomatic or economic cooperation. Most educational institutions employ student exchange policies to enhance student interaction and cultural exchange. This positively influences the overall state of intercultural communication conduct and development. Through cross-cultural interaction, European Union countries form a series of their own investment projects aimed at the development of culture and contributing to the improvement of economic or environmental situations.

Central to the fabric of successful intercultural and cross-cultural engagements within Europe are the common principles and values that forge a sense of unity among its diverse populace. Foundational ideals such as democratic governance, the sanctity of human rights, and adherence to the rule of law stand as pillars supporting the European Union and its constituents, crafting a common platform for collaboration and interchange. These shared principles not only mirror the collective conscience of the European community but also act as beacons for weaving diverse cultural strands into a cohesive societal quilt. The cultivation of mutual respect, tolerance, and comprehension is indispensable for the intricate dance of intercultural relations, ensuring that differences are celebrated as enriching rather than divisive. Educational initiatives and cultural exchanges emerge as vital conduits for bolstering intercultural fluency among Europeans, furnishing individuals with the requisite acumen to proficiently navigate a complex multicultural landscape (Kotsur, 2023).

The importance of the development of intercultural communication is difficult to overstate, especially in the face of geopolitical challenges and issues of globalization. Additionally, the widespread digitization of business processes and educational activities contributes to strengthening the trend toward using various digital technologies. These technologies can enhance the implementation and functioning of digital processes. It has several advantages over traditional communication channels, with speed and accessibility being key among them (Kusumastiti & Palupiningsih, 2021).

Considering the current state of intercultural communication development and its reinforcement in the coming years, the topic remains vital and relevant for research and the analysis of the peculiarities of further cross-cultural interaction improvement.

2. Literature review

The issue of intercultural communication has been explored by researchers through international collaboration, improving the quality of business negotiations and cultural exchange. According to Alhumaidan (2023), globalization has led to close cooperation among different ethnicities. It resulted in the spread of linguistic assimilation to protect common interests. The issue of language, as suggested by Kushka (2023), becomes highly relevant today due to the strengthening trend of cross-cultural interaction, making the use of such approaches crucial. Corbett (2019) believes that the need to form and develop intercultural communication is vital for the modern world. It facilitates the acceleration of technology exchange and the opportunity to create a common social and economic policy.

As researched by Chornous (2022), European nations share common roots and a set of traditional values. They form a distinct ethnicity with its own cultural and ethical characteristics through the shaping of the culture of the studied region. In particular, according to Vovchasta (2022), the use of English and German has become a practice as two of the most popular languages globally, a trend that continues.

The findings of Melnyk (2020) indicate that globalization leads to increased investment in the development of digital communication channels. This can be used in various areas of human activity based on a remote format. According to Drobot (2021), key directions of intercultural communication include educational and diplomatic aspects. Also, the exchange of cross-cultural interaction involves conducting various conferences and specialized events. During the COVID-19 crisis, as investigated by Sorkos (2021), the issue of implementing intercultural communication became particularly acute due to the need to optimize traditional activity processes. In such conditions, the largest number of web resources was created. Besides, the functioning of remote communication channels was improved. This, according to Fuangkarn (2020), managed to attract and popularize the field of international cooperation. From a theoretical standpoint, as asserted by López-Rocha (2017), intercultural communication plays a crucial role in ensuring effective collaboration and opportunities for its dissemination in the global space.

Nguyen (2021) explored the manifestations of cultural and traditional features in Indo-European peoples, shaping the contemporary ethnicity of the European region. Based on the obtained results, it was determined that most Europeans use dialectical forms of speech and their linguistic constructs, indicating a high level of language diversity.

According to Georgieva (2018), the modern migration policy of European Union countries contributes to the integration of foreigners for work or educational activities in their own countries. This creates new opportunities for the formation and development of cross-cultural interaction. The question of the effectiveness of migration policy in ensuring the preservation of language, culture, and shared values was identified by Liddicoat (2020). The author considers this phenomenon positive, but it requires a balanced and rational policy from public authorities. Nagachevksa (2023) believes that further trends in globalization will lead to the increasing development of intercultural communication and the possibility of conducting it without using traditional channels but implementing new ones—digital. Our study is based on the fact that professional speech...
competence of managers is an integral part of their professional competence and reflects their ability to produce an informative, properly structured statement using appropriate professional language means and the ability to verbally perceive, comprehend and understand professional information provided by the interlocutor, with its evaluation and relevant interpretation.

Therefore, the analysis of current scientific research indicates that the development of intercultural communication is rapidly spreading. It requires further study due to the importance of shaping the culture of the European region.

3. Aims

The study aims to analyze the development and formation of intercultural communication in the European region about the intensification of globalization and the improvement of the quality of international experience exchange. An important area of research is to outline the aspects of language use as a cultural and traditional value of ethnic formation. The main tasks of the study are to determine the formation of intercultural communication due to the emergence of a high level of digital technology integration, increased migration processes, and improved international cooperation. The study examines the issues of further development of the formation and functioning of linguistic and cultural groups and pays attention to the formation of common values. Based on the obtained results, the article seeks to identify further prospects for the development of intercultural communication and to provide recommendations for optimizing the current practice of communication and cooperation.

4. Methods

The research on intercultural communication and the role of the globalization process in intercultural communication requires a disciplinary approach that combines both qualitative and quantitative research methods. Given the complexity and multilevel nature of the topic, a methodology was chosen that would allow for a deeper understanding of the role of digital technologies, socio-political and cultural processes that influence the development of intercultural communication. This methodology encompasses a wide range of perspectives from scholars.

The methodology involves:

- An analysis of scientific publications.
- The examination of theoretical and methodological approaches to the development of intercultural communication.
- Further statistical analysis regarding the most popular language groups in European countries.
- The next step involves identifying the key aspects influencing the development of intercultural communication and the prospects for its future evolution.

Our study involved fourth-year Bachelor students (first, Bachelor level of the higher education institution of the 4th accreditation level) and first-year Master students (second, Master level of the higher education institution of the 4th accreditation level) in the 073 Management specialty. The total number of respondents – 602 students of Ukrainian universities, including 244 Masters and 358 Bachelors. After collecting primary information via the questionnaire, the individual information was converted into aggregate information using manual and machine processing methods. The analysis of obtained information was carried out using statistical methods and correlation relations.

In this research, a comprehensive methodology is applied to study the impact of digital technologies on the globalization of intercultural communication. This methodology is based on the analysis of scientific publications, international organizations’ statistics, such as the World Bank and various analytical centers of the European Union, as well as data on language groups within the European Union. A literature review forms the basis of this research, including a survey of scientific articles, books, and reports related to intercultural communication, digitization, and globalization. Special attention is given to recent publications to reflect contemporary trends and events. The goal is to develop a theoretical foundation for the research and identify existing gaps in the study.

The results obtained from the literature analysis and the investigation of statistical data, empirical research, and various social studies help identify trends in the development of intercultural communication. Based on a critical analysis, a comprehensive picture of the impact of digital technologies on the globalization of intercultural communication is compiled. This synthesis allows for the illumination of both quantitative and qualitative aspects of the topic, incorporating subjective experiences. This methodological approach provides a holistic understanding of the research subject by combining theoretical and empirical approaches and utilizing diverse data sources to understand intercultural communication development in Europe better. The proposed research methodology enables the highlighting of key findings obtained from the study.

5. Results

Language is the most essential tool for communication and plays a crucial role in promoting intercultural communication in Europe. The diversity of languages spoken in Europe (from widely spoken languages such as German, French, and English to regional and minority languages) reflects the rich cultural landscape of the continent. In many European countries,
multilingualism not only facilitates communication between different cultures but also promotes personal development and mutual understanding. In this context, the dominance of English also plays a central role. It serves as a common language that allows people with different native languages to communicate with each other. However, it also brings challenges, such as the potential undervaluation of other languages and the loss of linguistic diversity. Culture has a significant impact on how people communicate, interact, and perceive the world around them. In Europe, a continent rich in culture, tradition, and history, cross-cultural interactions are a matter of course. These interactions provide an opportunity to learn from others and broaden one’s own horizons. Cultural events, festivals, and exchange programs such as Erasmus+ play an important role in promoting these intercultural encounters. They create platforms where people from different backgrounds come together to share and celebrate their culture. At the same time, cultural differences can lead to misunderstandings and conflicts, emphasizing the need for cultural sensitivity and understanding.

Common values serve as the foundation on which European integration and cooperation is built. Such values as democracy, human rights, freedom, and equality are the cornerstones of coexistence and cooperation in Europe. These values promote both respect and tolerance for cultural differences. They also serve as a common denominator that unites people from different backgrounds. In 2022 and 2023, such common values are particularly relevant as Europe faces global challenges such as the climate crisis, migration movements, and political tensions. Promoting and adhering to these values is crucial to addressing such challenges and maintaining social cohesion. This indicates that language, culture, and shared values are essential factors in promoting intercultural communication and interaction in Europe. Recognizing and appreciating these aspects is necessary for living together in a European society that is increasingly networked and multicultural. The main aspects of intercultural communication and interaction are shown in Table 1.

### Table 1 Aspects of intercultural communication and cross-cultural interactions in the European context.

<table>
<thead>
<tr>
<th>Language</th>
<th>Culture</th>
<th>Common values</th>
</tr>
</thead>
<tbody>
<tr>
<td>The use of language as a means of bringing cultures closer together.</td>
<td>Interaction of cultures in Europe, standard and distinctive features. The role of cultural institutions (e.g., British Council, Goethe-Institut).</td>
<td>The role of education in the formation of common values. European exchange programs, such as Erasmus+, in strengthening common values.</td>
</tr>
<tr>
<td>Linguistic diversity in Europe and its impact on communication. Multilingualism policy in the EU.</td>
<td>Cultural festivals and events as platforms for intercultural exchange. The impact of globalization on the preservation of national cultures.</td>
<td>Joint struggle against global challenges (climate change, human rights) as a factor of unity. The European social model as an example of common values.</td>
</tr>
<tr>
<td>Challenges of communication in a multilingual environment. The role of English as a lingua franca.</td>
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</table>

The mother tongues most commonly spoken in Europe are German, French, English, Italian, Spanish, and Russian. They form the linguistic basis for intercultural communication in the European region. In 2022 and 2023, these languages are essential not only in their own countries but also play a central role in European diplomacy, economy, and education. The spread of such prominent languages facilitates cultural and economic exchange but can also overshadow more minor languages. The recognition and protection of minority languages such as Catalan, Basque, Sami, and Welsh are essential aspects of European language policy. These languages are an important part of the cultural heritage, as well as a key to preserving cultural identity. In 2022-2023, the support for these minority languages reflects Europe’s commitment to linguistic diversity and cultural inclusion. A high level of multilingualism is present in countries such as Luxembourg, the Netherlands, and the Scandinavian countries. This demonstrates the linguistic flexibility and openness of the European population. The ability to speak several languages is not only a practical advantage but also an essential tool for intercultural understanding and integration. Multilingualism in Europe promotes mutual understanding and cooperation across national borders (Kortukova et al., 2023).

The 24 official languages of the European Union are an expression of linguistic democracy and equality. Each language, no matter how widespread, has the same official status. This policy reflects the EU’s core values of diversity and unity. In 2022-2023, the preservation of such linguistic diversity remains a challenge for the EU, especially in communication and legislation. English plays a crucial role in international communication in Europe. It is the dominant language in business, science, technology, politics, and education. On the one hand, this dominance of English facilitates communication across cultural boundaries. However, on the other hand, it can also lead to neglect of other languages and jeopardize cultural diversity.

https://www.malque.pub/ojs/index.php/msj
Table 2 Intercultural communication in Europe: An overview of linguistic diversity and multilingualism.

<table>
<thead>
<tr>
<th>Category</th>
<th>Features</th>
<th>Statistics</th>
</tr>
</thead>
<tbody>
<tr>
<td>Most commonly spoken languages</td>
<td>Languages that are native to the largest number of people in Europe.</td>
<td>German (more than 90 million), French (more than 80 million), English (more than 70 million), Italian (more than 65 million), Spanish (more than 45 million), and Russian (large numbers in Russia and the CIS).</td>
</tr>
<tr>
<td>Minority languages</td>
<td>Languages spoken by linguistic minorities in different countries.</td>
<td>Catalan - Spain, Basque - Spain and France, Sami - Northern Scandinavia, and Welsh - the UK.</td>
</tr>
<tr>
<td>Multilingualism</td>
<td>The level of proficiency in two or more languages among the population.</td>
<td>In Luxembourg, about 99% of the population speaks two or more languages.</td>
</tr>
<tr>
<td>Official EU languages</td>
<td>Languages recognized as official in the European Union.</td>
<td>The Netherlands and the Scandinavian countries also have a high level of multilingualism.</td>
</tr>
<tr>
<td>The role of English</td>
<td>The use of English as an international lingua franca.</td>
<td>It is widely used in the business world, science, technology, politics, and education.</td>
</tr>
</tbody>
</table>

Source: compiled by the authors.

The rapid development of digital technology has revolutionized the way we communicate and ushered in a new era of globalization. In this digital age, information and communication are no longer bound by geographical or time boundaries. This has far-reaching implications for intercultural communication, as people and communities from different cultures can now interact more easily than ever before. Digital platforms such as social media, messaging services, and video conferencing systems have made it much easier to communicate across national borders. They enable real-time interaction between people from different cultural backgrounds. These technologies have increased not only the speed but also the reach of communication, enabling global dialog that was previously unimaginable (Vusyk et al., 2023). Digital media offers countless opportunities for cultural exchange. Online platforms serve as virtual spaces where people can share their cultural experiences and perspectives. This contributes to a deeper understanding and appreciation of cultural differences. In addition, digital educational resources such as Moodle and e-learning platforms provide access to knowledge about different cultures, which in turn increases intercultural competence (Kotsur, 2023; Mykhailchuk et al., 2021).

The empirical study of motivation to master professional speech competence of future managers was carried out using the comparative method.

The first question of the questionnaire was to determine components of professional speech competence. The question was semi-closed: there were answer options and the possibility to add your own component of professional speech competence.

![Figure 1](image1.png)

**Figure 1** Components of professional speech competence that were determined by the respondents during the ascertainment experiment.

Determination of motivation and understanding of professional speech competence by future managers allowed us to identify the psychological features of mastering this ability. We assume that professional speech competence of managers is an integral part of their professional competence and reflects their ability to produce an informative, properly structured statement using appropriate professional language means and the ability to verbally perceive, comprehend and understand professional information provided by the interlocutor, with its evaluation and relevant interpretation (Dutchak et al., 2020).
Considering that the given list of components of professional speech competence fully reflects its essence, we can conclude that none of the respondents fully understands the components and, consequently, the essence of this competence (Figure 1).

Most respondents (43%) identified 2 components of professional speech competence, the smallest number of respondents (8%) identified 4 components. Given that professional speech competence has five components, we can conclude that future managers are not fully aware of the essence and importance of this competence for their specialty.

Summarizing the results of this questionnaire, we can conclude that 36% of respondents have the average level of motivation to master professional speech competence. At the same time, the number of Masters belonging to this level is much higher. Thus, the average level of motivation to master this competence includes 52% of all Masters and only 22% of all Bachelors (Figure 2).

![Figure 2 Levels of internal motivation for mastering professional speech competence.](https://www.malque.pub/ojs/index.php/msj)

53% of all respondents have the low level of motivation to master professional speech competence. At the same time, 41% of all Masters and 64% of all Bachelors refer to the low level of motivation to master professional speech competence. 11% of all respondents have the very low level of motivation to master professional speech competence, with 14% of all Bachelors and 7% of all Masters referring to this level.

Analyzing the respondents’ focus on communication and motivation to communicate with other personalities, we determine the indicator of motivation to affiliation. This indicator defines the level of the individual’s motivation to establish new and terminate old relations between personalities. To determine the indicator of motivation to affiliation, we use a part of the affiliation motivation technique by A. Megrabyan in modification of M. Magomed-Eminov (Semenets-Orlova et al., 2022). This technique reveals the presence of motivation to affiliation, i.e. motivation of striving for interaction, perception and communication. This technique offers several dozens of statements that respondents should rate as true or false. One point is given for each ‘yes’ and ‘no’ match.

Subsequently, all the points received are summed up, determining the following levels of motivation to affiliation: 26 to 30 points – a very high level of motivation to affiliation; 21 to 25 points – a high level of motivation to affiliation; 15 to 20 points – an average level of motivation to affiliation; 9 to 14 points – a low level of motivation to affiliation; less than 9 points – a very low level of motivation to affiliation.

The majority of respondents (58%) have the average level of motivation to affiliation and 25% have the low level of this indicator. According to the analysis of the survey results, the level of the indicator in the studied groups of the compared respondents (Bachelors and Masters) is almost the same (Figure 3).

The weighted average deviation of indicators is 3.2%. The majority of respondents in these groups have the average level of motivation to affiliation (60%, 57%). The low level of motivation to affiliation includes 21% of Masters and 28% of Bachelors. 17% of Masters and 13% of Bachelors have the high and very high level of motivation to affiliation (Kryshtanovych et al., 2022).

Although there are benefits to digital technologies, there are also some challenges. The digital divide means an unequal access to digital technologies. This can exacerbate existing inequalities and exclude certain groups from global communications. There is also a risk of cultural homogenization, where dominant cultures can overshadow smaller and local cultures. This will lead to a loss of cultural diversity. Digital communication has also changed language and communication styles. English has established itself as the dominant language on the Internet, further reinforcing the dominance of this language. In addition, digital forms of communication, such as text messaging and social media, lead to the simplification and informalization of language. This, in turn, affects patterns of intercultural communication (Oleksiyuk et al., 2023; Mizin, 2021).
As a result, digital technologies act as a catalyst for the globalization of intercultural communication and bring new challenges. While they facilitate exchanges between cultures and create new forms of interaction, it is important to look critically at their impact and ensure that they contribute to an inclusive and diverse global communication landscape. The future of intercultural communication in the digital age depends on how we use and develop these technologies to foster greater understanding and respect between different cultures.

6. Discussions

The research findings indicate the rapid development of intercultural communication and interaction between European ethnic groups that have gone through a complex path of evolution that has transformed language, culture, and traditional values. As noted by Opachko (2022), the development of intercultural communication in the modern world is becoming increasingly global due to the growing socio-economic interaction. Globalization is a key factor that affects the level of spread of intercultural communication and stimulates the search for and building of effective diplomatic relations. The development of ethics remains an important area for research. After all, in the modern business environment, the use of various European practices in business negotiations, public administration, etc. Further research is needed to conduct a qualitative analysis of the possibility of using effective methods and tools for managing ethical and cultural values and the possibility of their integration with different cultures (Kostiukevych et al., 2020).

The issue of sharing cultural experiences and the formation of semantic and lexical constructions is the most controversial issue. After all, the origin of words and the development of traditions have an essential impact on the national consciousness and further vectors of its evolution. According to Kusumastiti (2021), the popularization of English worldwide is the origin of many global processes related to colonial expansion, the formation of a new cultural world, and the assimilation of nations. Despite the somewhat controversial theory of the globalization of a single language, there are many language groups, including those of the Asia-East region, that Arab and Germanic peoples influence.

The distribution of linguistic groups in modern society will have an impact on political processes and spiritual ones. It can provoke new conflicts and cause controversial discourses on religious or traditional culture. Further research should be conducted, considering the increasing role of the development of modern means of influence and state institutions regulating religion or language as the primary tool for segmenting peoples (Petrova et al., 2022; Levytska et al., 2020).

The issue of communication in international society has become an effective means of negotiation, education, and an opportunity to improve the exchange of experience. The emergence of innovative technologies and the creation of new communication channels, such as messengers and online platforms, have transformed the modern communication culture of the world. The introduction of online conferences and educational events and the use of a number of tools that can simplify business processes are the way to technological development (Bakhov et al., 2021; Shytyk et al., 2020).

Further prospects until 2030 may include further globalization of communication and the emergence of new technological solutions that can form new innovative cultures. Specifically, the issue of how the emergence of digital technologies can affect the segmentation of intercultural communication and the formation of new cultural centers with
certain cultural and socio-economic views and principles will remain relevant. Further research into this factor will be most important for the safe use of intercultural communication principles.

7. Conclusions

Thus, intercultural communication is a way of exchanging information between international communities that represent cultural values and traditions, as well as having their own cultural identifier. The evolution of European nations' development has formed a complex cultural interaction between the ethnic groups that formed the community. The state-building process in historical development was based on the main ethnic linguistic groups. At the time of conducting this study, there were more than a hundred separate cultural and ethnic groups. The proliferation of so many cultural linguistic centers, including the use of linguistic dialects and their own communication lexical constructions and means, forms a rapidly developing global environment. The study determined that future managers are not fully aware of the essence and importance of this competence for their specialty. More than half of respondents refer to the low level of motivation to master professional speech competence. Comparing the indicator of motivation to affiliation and the indicator of motivation to master professional speech competence, we can see a significant psychological dissonance in the psychology of perception.

European policy is liberal and tolerant, which is an effective mechanism for enhancing the globalization of intercultural communication. The key advantage of this approach, as analyzed in the paper, is the improvement of the quality of business processes and the possibility of forming a set of values that meet democratic, creative, and diplomatic standards. The common socio-economic strategy of the European nations has been able to form many organizations and blocs operating on the continent. The spread of national integration and the possibility of exchanging cultural experiences are key means of shaping values among populations. They can improve the effectiveness of public policy on cultural development.

In recent years, in the context of global geopolitical challenges and improving the functioning of the European Union, building a security strategy will be of priority importance for building common values. The latter must be protected according to the principles of cultural values of European ethnic groups. The development of digital technologies and the creation of new communication channels directly affect the improvement of the exchange of educational, managerial, and cultural experiences. This has a positive impact on the overall situation in linguistics. Strengthening of digital development allows European countries to formulate their own strategy of diplomatic cooperation with the rest of the world. In addition, they can protect their interests in the global political and economic space. The development of communication tools can become one of the priority areas of activity for the formation of new cultural segments. The main aspect of intercultural communication is cooperation. It can cover socio-economic, political, environmental, and educational areas. Given the growing problems of globalization, environmental issues, resource scarcity, and the possibility of improving the quality of international development, it will be even more critical to form effective management of ethnic groups with common interests. The study shows the need to improve and further develop intercultural communication. It can have a positive impact on the resolution of global geopolitical conflicts and enhance the exchange of experience through diplomatic cooperation.

Ethical considerations

We confirm that we have obtained all consent required by the applicable law to publish any personal details of the research subjects. We agree to provide the Multidisciplinary Science Journal with copies of the consent or evidence that such consent has been obtained if requested.

Conflict of Interest

The authors declare no conflicts of interest.

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