This article analyzes the concept of «communication», «intercultural communication», «speech etiquette». It is considered the problem of formation of ability of the individual to effective cross-cultural communication as a means of understanding the mental peculiarities of different cultures, which guarantees an effective dialogue between cultures in the world. It is emphasized the important role of speech ethics in the intercultural communication. It is submitted the characteristic of the cross-cultural misunderstandings in the communication process.

**Keywords:** communication; intercultural communication; professional activities; speech etiquette; tolerance.

**Introduction.** One of the important features of our time is the increasing number of people who are in contact with cultures other than their native culture. The process of globalization contributes to understanding the world of communication between different cultural systems as an essential element of the picture of the modern world. Related to the phenomenon of globalization processes involving regular contacts in various fields between different cultures. This situation requires solving practical problems and issues of cultural adaptation representatives of a culture on the territory of the existence of different cultural communities.

Issues of the day in the context of the quality of higher education is intercultural communication that promotes communicative competence of specialists. Among foreign and Ukrainian researchers, examined the problem of intercultural communication, noteworthy works by Z. Hasanov, V. Zasluzheniuk, S. Kucherian, V. Miroshnychenko, O. Zhornova, S. Niente and others.

The results of researches and analysis of publications indicate that the issue of cross-cultural communication is extremely complex and significant. The purpose of the article is to determine the meaning of «intercultural communication» and its importance for the future profession of specialists.

**The main researches.** Communication, as S.H. Ter-Minasova said, is a process of messaging, is constantly playing meanings, since they are not the same in people who speak the same language, who grew up in the same culture (Ter-Minasova C.T., 2010). Thus, communication enables you to share information, experiences and to establish the contacts. Its effectiveness depends on the capacity of all stakeholders to really understand each other. The common language is not evidence of a common imagination interlocutors about the subject of conversation, resulting in confusion arises even native speakers. The concept of «the relationship between language and thought» O. Potebnya unravels the complexities, that arise in the process of communication: speech act only stimulates the listener mental activity, which is more or less similar to that of the speaker, the speaker's thoughts are not transmitted to the listener; never listener idea is not identical with the concept of the speaker. Any insight is at the lack of understanding, any agreement - together disagreement (Потебня А.А., 1985).

Thus, each person has their own outlook. Her personal perception of the environment is reflected in the forms and methods of information transfer interlocutors. We agree with the opinion of V.M. Manakin that communication can be considered broadly as channels of transmission and receipt of information, which involved machine devices, artificial intelligence ... etc (Manakin B.M., 2012) and in the narrow sense as the main route of human communication. Therefore, the term «communication» means the exchange of ideas and mutual understanding between people in the process of communication. It is known, the nature of the interaction between a culture driven by their social origin, upbringing, education, professional activities, individual worldview. Sometimes it leads to some difficulties in communication. However, because the cultural program recorded in the subconscious and brings together community, misunderstandings can be quite easily overcome (Manakin B.M., 2012).

More obvious are the difficulties found in intercultural communication. Internationalization and globalization in society require networking internationally, within intercultural communication. The term «intercultural communication» in the narrow sense appeared in literature in 1970. The first to develop intercultural questions were scientists in the USA, where there was a need to study the problem of confrontation of different racial and ethnic groups. Researchers were able to justify the complexity of the phenomenon of human communication in general, and significant differences in the standards, values, beliefs, thought patterns and behaviors that are characteristic of different cultures (Lin М., 2003-2004).

Since the 80s of last century, researchers of the USA and Western Europe in the field of sociology, cultural studies, psychology, linguistics, philosophy, showing increased interest in issues of intercultural communication. Among the most important problems of the theory of intercultural communication...
is prevention and elimination of cross-cultural misunderstandings. Schools and institutions, scientists around the world are engaged in research of these issues (Porter R.E. & Samovar L. A., 1988).

Let us consider the views of scientists on the concept of «intercultural communication». Intercultural communication is both a science and a set of skills that need to master during communication, since the interaction with another culture requires some knowledge and skills, focus on the legacy established norms and social practices of people belonging to different national and ethnic communities (Lin M., 2003-2004). According to the definition of ES. Batsevych, intercultural communication is the process of communication (verbal and nonverbal) people (groups) belonging to different ethnic communities usually identical different languages, have different communicative competence, which can cause communication failures or communication culture shock (Батсевич Ф.С., 2004). So, to overcome misunderstandings and conflicts are necessary study of the relationship between culture and communication through the detection of characteristic different peoples cultural models.

Most of the proposed definitions of the term «intercultural communication» based on the opposition of intercultural and intracultural communication: intercultural communication takes place when the manufacturer message - representative of a culture and message receiver - other culture; intercultural communication is an adequate understanding of the communicative act of two members belonging to different cultures (Lin M., 2003-2004). Analysis of researches suggests that at present there are many approaches to the definition of «intercultural communication». So, the researchers S.L. Myshlanova and T.M. Permyakova, summarizing them, got that «intercultural communication» is:

- field that studies the interaction of individuals with different samples of original historical behavior;
- interaction of the sides with different experiences;
- such kind of communication in which the one who sends and the one who receives belonging to different cultures;
- process of communication (verbal and nonverbal) between communicants who are carriers of different cultures and languages, or set specific processes of interaction between people belonging to different cultures and languages (Мышланова С.Л., Пермякова Т.М., 2005).

It should be noted, one national culture is not homogeneous, as indicated P.M. Donets, calling communication between speakers of various subcultures (ethnic, regional, age, professional, etc.) within a single national culture, intersubcultural. It is emphasized that the joint national cultural baggage is quite sufficient to achieve understanding. Therefore, problems within such communication is mostly caused by pragmatic way (estimated, guidelines, prejudices, etc.) (Донец П.Н., 2001).

Agreeing with the opinion of scientist, consider that a feature of intercultural communication is understanding the differences of the partner, as well as differences of his motivations, intentions, background knowledge, code (language, symbolism, symbols, etc.). Intercultural and intracultural is certainly related phenomena occurring in the interaction of people in a particular place and at a certain environment; both include elements of language games and characterized some similarities and differences of cultures of the participants; success of both depends on consistency, competition and cooperation.

Intercultural communication in which culture and language interact, based on two types of behavior. Universal behavior common to all cultures, based on biological inheritance of a person which is passed from generation to generation. In addition, various ethnic groups characterized by specific behavior that is influenced by the social and physical environment. Specific behaviors form a specific culture, which can be defined as mentality or a set of conventions that govern social relationships (Мальцева К.С., 2002).

It is known that verbal components play an important role in interacting with other people which are the main carriers of values posts. However, some researchers argue that the share of non-verbal signals in interpersonal communication is 60% - 80% (Батсевич Ф.С., 2004), which proves the importance of studying of other semiotic systems. When interacting cultures it can occur intentionally beating in the process of communication and conflict, due to differences of verbal and nonverbal codes in carriers of different cultures.

We consider that national speech etiquette plays an important role in intercultural communication. Culture of communication is a priority component of professional culture of specialists. It synthesizes a set of knowledge, values and behavior patterns specific to business communication situations and skills flexibly implement them in practice in order to ensure the effectiveness of joint activities.

Culture of professional communication is characterized by the level of knowledge and communication skills and allows to cooperate which directed to an effective professional capacity. Ethics of business communication are considered in the scientific works of I. Alohina, T. Argentova, V. Spivak and others. Under the rules of etiquette they understand the feasibility of the use of speech means in different social conditions (the speaker selects some formulas of speech etiquette according to the social status of the partner of communication). Pragmatic rules - a rule of communicative and communication tactic. The practice of communicative approach to language learning convinced, these components of communication play in it no less important role than, for example, the correctness of speech, so incorrect address of a violation of etiquette rules may result in more negative consequences than grammatical or lexical error. Long, unfilled pauses, incomplete sentences, incoherence of speech lead to loss
of interest on the part of the listener. Therefore, compliance with the rules of speech etiquette will improve the culture of professional communication of specialists (Галицька М.М., 2004).

It should be stressed that the speech etiquette permeates all spheres of human life and activity, it is considered as a set of cultural, national and social rules of language and communicative behavior inherent in certain nations and ethnic. Such cultural phenomena consists of stable behaviors that define rules for establishing contacts between the speakers, the rules for choosing the right style of communication according to their social roles and positions of situation. This can be formulated the definition of speech communication etiquette. It is communication, which takes place in accordance with social, cultural and historical norms prevailing in typical situations of human interaction. Note that it includes both verbal and nonverbal component.

We agree with the scientist K.C. Maltseva, who is exploring cross-cultural misunderstandings in the translation process, determined that:

- communicative strategies of different cultures are formed in relation to the behavioral norms of the culture and in accordance with acceptable and desirable communicative behavior within the culture;
- the communicative channels of culture reflect the priorities in the hierarchy of values that may differ across cultures and cause problems in understanding between different cultures;
- incompatibilities between different cultures are not limited linguistic and behavior and relate differences in cultural experience different cultural communities, affecting the structure and configuration of communication systems;
- the communicative gap between cultures can be eliminated by the introduction of synthetic procedures (increased the intercultural competence of the communicants);

(Mальцева К.С., 2002).

**Conclusions.** So, cultural diversity of Ukrainian society encourages each individual to constructive engagement, to form a positive attitude towards people of other nationalities, to develop knowledge about the culture that surround us. One of the main tasks of modern education is the education of the person who is able to learn and create the culture through the dialogue of communication, that requires that all partners will have a high level of communicative culture, communicative competence, developed communication skills. It is possible for properly organized intercultural dialogue. This dialogue has an important developmental role in modern society, as it is able to turn a person into a representative of another culture, giving him the opportunity to understand the companion.

Dialogue in the idea of culture is a dialogue of different opinions and ideas, always is a dialogue of different cultures. A true intercultural dialogue reveals common values, outlook and traditions. Different cultures have so many underlying ideas of culture of peace: the idea of the unity of humanity and respect for the rights of every human life, freedom, tolerance, justice, solidarity, care for the environment. This allows a person to help to increase the area of justice and reduce inequality, the strengthening the ideals of understanding, tolerance and solidarity among all civilizations, people and cultures.

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звоку слухача. Тому дотримання правил мовленнього етикету сприятиме удосконаленню культури професійного спілкування фахівців.

Зроблено висновок, що одним із головних завдань сучасної освіти є виховання особистості, котра здатна пізнавати й творити культуру шляхом діалогічного спілкування, що вимагає від усіх учасників педагогічного процесу високого рівня комунікативної культури, комунікативної компетентності, розвинутих навичок спілкування.

Ключові слова: комунікація; міжкультурна комунікація; мовленнєвий етикет; толерантність; професійна діяльність.

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Вступ. Дослідження акмеологічних засад неперервної професійної підготовки фахівців фізичного виховання потребує аналізу базових понять дослідження. Для цього використаємо принципи класифікації понять дослідження проблем неперервної професійної освіти як знання про цілеспрямованість продуктивної діяльності людини протягом життя, запропоновані І. В. Соколовою (Огнев'юк В. О., Сисоєва С. О., Хоружа Л. Л., Соколова І. В. та ін., 2012, с. 265-277).

Метою статті є аналіз наукового тезаурусу сутності базових понять дослідження проблем неперервної професійної підготовки фахівців фізичного виховання та досягнення «акме».

Характеристика базових понять дослідження. Треба зазначити, що дотепер у науковій літературі не існує загальноприйнятого трактування «освіти». У сучасних умовах розвитку національної освіти, поняття «освіта» розглядається, як процес і результат удосконалення здібностей і поведінки особистості, при якому вона досягає соціальної зрілості та індивідуального зростання, за визначенням, прийнялим XX сесією Генеральної конференції ЮНЕСКО (Огнев'юк В. О., Сисоєва С. О., Хоружа Л. Л., Соколова І. В. та ін., 2012, с. 238).

З метою вивчення професійної підготовки фахівців фізичного виховання, яке здійснюється у вищих навчальних закладах України, ми розглядаємо поняття «вища освіта» за Законом України «Про вищу освіту» (№ 1556-VII від 01.07.2014) де зазначено, що: «Вища освіта – сукупність систематизованих знань, умінь і практичних навичок, способів мислення, професійних, світоглядних і громадянських якостей, морально-етичних цінностей, інших компетентностей, здобутих у вищому навчальному закладі (науковій установі) у відповідній галузі знань на рівні вищої освіти, що за складністю є вищими, ніж рівень повної загальної середньої освіти» (Закон України «Про вищу освіту» (№ 1556-VII від 01.07.2014).

Підготовка фахівців всіх профілів здійснюється на науково-теоретичному рівні, що встановлюється державою у відповідності з досягненнями науки, техніка і культури для кожної групи спеціальностей вузів країни.

Повне значення поняття «культура» вжив видатний римський мислитель, оратор і державний діяч Цицерон (106-43 рр. до н.е.). У культурі він вбачав, з одного боку, діяльність по перетворенню природи на благо людини, а з іншого, – засіб удосконалення духовних сил людини, її розуму (Каган М. С., 1996, с. 9).

У Великому тлумачному словнику сучасної української мови зазначено, що культура (лат.