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A. Girman

*candidate of political sciences
associate professor of Department of International Economics, Regional Studies and Tourism
e-mail: nika.message@gmail.com, ORCID: 0000-0003-01653700
University of Customs and Finance
Volodymyra Vernadskoho str., 2/4, Dnipro, 49000, Ukraine*

N. Kodatska

*candidate of sociological sciences
associate professor of Department of Journalism
e-mail: dom1237@gmail.com, ORCID: 0000-0003-0516-5333
University of Customs and Finance
Volodymyra Vernadskoho str., 2/4, Dnipro, 49000, Ukraine*

INTERNATIONAL REGIONAL STUDIES: COMMUNICATION ASPECT

Purpose. *Analysis and systematization of objective conditions that determine the content of communication processes at the intercultural level, the selection of the regional component as an important aspect of intercultural communication in the modern world.*

Research methodology. *The study used a comparative-historical method to analyze and systematize data on the development of intercultural communication. Systematization and classification were used to determine the features and factors of the regional component emergence of communicative processes at the intercultural level.*

Results. *The research considers communication as a tool for realizing the practical interests of individuals, a way of liberation from economic and political influences and the process of communication at the intercultural level. The review of tendencies in the field of international culture is carried out. Two main trends are outlined: expansion into the international culture field, which leads to assimilation; the formation of a «common culture» along with national cultures, ie the desire for unity in diversity. The analysis of constituent elements of intercultural communication is carried out and its features are defined. The concept of intercultural competence is considered, which implies the ability to carry out communicative processes within the interaction of two or more cultures. The phenomenon of regionalism, which is realized through cultural, historical and geographical proximity and the desire of neighboring countries and regions to preserve their cultural and economic identity through regional trade and economic preferences and collective protectionism, is analyzed. The classification of international regionalization processes that take place at several spatial levels is carried out; macro-, meso- and micro-levels are distinguished. Four types of macro-regionalism are outlined: Atlantic (Western), European, American and Asian (Eastern). The region is defined as a subject of cultural life with its infrastructure, capable of self-assessment of its historical perspective, characterized by historically formed general way of life, nature and socio-economic specifics.*

Novelty. *The article analyzes the regional differentiation of society and highlights the regional component as an important aspect of intercultural communication.*

Practical significance. *The results of the study can be used to improve the forms and methods of intercultural communication, the formation of the regional context of effective communication technologies.*

Key words: *geopolitical processes, geoeconomic system, ethnocultural dimension, intercultural communication, regional studies, types of macroregionalism.*

I. Introduction

The «communication» term is quite often used in considering a multitude of phenomena both in a political theory as a whole and in the theory of international relations in particular. Usually, it is used in word combinations such as: «international communications», «interstate communication», «international communication flows», «intercultural communication», «global communication». All the named concepts are reflecting some phenomena that occur in the international relations system. Modern geopolitical, geoeconomic and geocultural processes in the world are rapidly changing, along with this change the condition, goals, content of intercultural communication.

Analysis of international scientific theories on the transformation of international cooperation with taking modern communications tools into account makes it possible to specify the following main areas of research as prognostic modeling of positive and negative aspects of international engagement, infor-

mation-communicative support of activities of international, regional and national institutions, dual nature and influence of innovative technologies on the entire range of international relations, categories of foreign policy communicative technologies, components of integrated strategic communications, use of strategic communications tools in international activities of leading actors of the world, etc. The issue of intercultural communication was raised in numerous scientific research. Theoretical issues and ways of forming intercultural communication are considered in the works of O. Bystrai, T. Bilous, I. Vorobiova, T. Hrushevytska, P. Donets, A. Knapp-Pottkhof, M. Lidke, Yu. Pasov, V. Popkov, O. Sadokhin. The interrelation of culture and communication is reflected in the researches of Z. Bakum, M. Bakhtin, Ye. Vereshchahin, P. Hurevych, M. Kahan, V. Kostomarov, E. Holl, H. Hofstede.

II. Research objective and methods

The object of this article is to analyze and systematize objective conditions that define the content of communication processes in the intercultural level, the selection of a regional component as an important aspect of intercultural communication in the modern world.

The implementation of the objective and tasks of the study lead to a comprehensive approach to the use of empirical-theoretical, analytical methods of research and sectoral methods of social communications. The comparative-historical method was used to analyze and systematize data on the development of intercultural communications. To determine the features and factors of the origin of the regional component of communicative processes on the intercultural level, systematization and classification were used.

III. Results

Most international researchers of strategic communications, including D. Anderson, T. Blackley, S. Biord, C. Johnson, K. York, J. Farewell and others, consider that there are currently significant problems regarding the perception of universal interpretation of international communications, since such an instrumentarium is used in public administration, international relations, as well as in the activities of corporations and informal organizations.

In the interpretation of D. Bell and A. Toffler, who are the creators of the information society theory, communication is a scientific information complex, which includes information technologies, scientific and technical information, as well as specialists, who are competent knowledge holders. According to scientists' opinion, information is the basis of culture and all cultural values [6].

J. Habermas is considering communication as an action, «oriented to mutual understanding», the main criteria of which are comprehensibility, correctness and truth [4]. In his opinion, communication is a tool for implementing practical interests of people, the way of emancipation, exemption from economic, political and other influences.

In general, communication can be considered as an exchange of opinions and ideas. A more expanded understanding of communication allows us to determine it as a «complex multi-level and multi-dimensional process for establishing contacts between subjects, which is generated by the needs of joint activities and includes exchange of information, developing a strategy of interaction, perception and understanding of another subject» [2, p. 49].

Based on the above definitions, it can be concluded that communication is grounded on mutual understanding, which can be achieved as having knowledge of the personality characteristics of the communication partners, and of the subject of communication at a high level.

The process of communication is even more complicated in the intercultural level. Intensive development of intercultural communication in various spheres of society life leads to the fact that humankind creates a global culture in the process of rapidly increasing interaction between nations and cultures. The consequence of this is two trends: 1) expansion in the international culture sphere, which leads to assimilation; 2) formation of a «general culture» along with national cultures, that is, the drive to unity in diversity.

Based on various studies, it can be argued that the cultural identity of any nation is inseparable from the cultural identity of other nations, and that all cultures fall under the communication laws force, that is, interaction and mutual influence. Through communication, direct and reverse correlation between local culture subsystems, individuals within a separate culture, as well as between different cultures are organized.

Intercultural communication is the process of interaction and mutual influence of:

- a) cultures reflecting the peculiarity of socio-historical conditions and the specifics of cultural life;
- b) language reflecting the nation culture and is a form of cultural behavior;
- c) the subject as a holder of a particular culture.

Researchers specify constituent components of intercultural communication, which allow to point to its features:

– communicative component of intercultural communication is aimed at implementation of the interaction rules through signs, symbols, cultural traditions peculiar to one or another socio-cultural community, in order to achieve mutual understanding;

– interactive component is the organization of interpersonal interaction of subjects as holders of different cultures. Such interaction is based on personal characteristics of communicants. Relationship is the consequence of this process;

– perceptual component allows to identify mutual recognition as the mechanism of mutual knowledge and convergence of various socio-cultural communities [2, p. 81].

Today, the development of the ability to implement an effective process of intercultural communication acquires more and more importance, since it allows us to understand someone else's culture, to carry out a critical analysis of our own socio-cultural behavior, to admit someone else's cultural identity, to correctly build dialogical relations and make a reasonable compromise. The result of mastering these abilities is the formation of intercultural competence.

Intercultural competence involves the ability to carry out communicative processes within the interaction of two or more cultures. That is, intercultural competence should be understood as a set of background knowledge and the ability of its adequate use under the conditions of a certain cultural context based on comparison of two or more cultures.

Intercultural dialogue is possible if its participants in the process of communication are able to convey their own culture and borrow the artifacts of another culture. As a result, intercultural competence becomes the characteristic property of a person or community that allows partners from intercultural communication to carry out joint activities, create common cultural values, form a unified socio-cultural space in which representatives of different cultures and ethnos can interact.

In the context of the global financial crisis of 2008-2009, the formation of multipolar world order model has begun, and the regionalization of international relations has increased. The role of regional factors in public production has intensified. The global geo-economic system has trends of the formation of regional economic groups that use local ethno-cultural and other features as a foundation of new development strategies.

In international economic relations, the benefits belong to states that can create an optimal ratio between the processes of globalization and regionalization.

Studies devoted to the countries and world regions features identification are held from ancient times. Back then, significant country studies belonged to Herodotus, Eratosphere, Ptolemy and other ancient scholars. Country studies are an integral, descriptive direction of geography and accompanies its entire history.

The research framework of country studies primarily cover states, but large components of a land and various intergovernmental formations are also objects of inquiry. Studies of countries and regions have always been mutually complemented by each other. Country studies in geographic science is understood as a comprehensive scientific direction, the subject of the study of which is the nature, population and economics of specific states. A regional studies synthesizes the information of country studies related to various territorial entities, usually united by those or other criteria (political, economic, etc.).

According to scholars, the expansion of the traditional object of country studies, on the one hand, and its differentiation, on the other hand, led to the emergence of the regional studies concept that incorporated and absorbed country studies as its component part or one of the most important directions.

Regionalism is realized through cultural, historical and geographical proximity and tending of neighboring countries and regions to maintain its cultural and economic identity through regional trade and economic preferences and collective protectionism.

Strengthening of regional borders points to the difference, the «variation» of social life orders. The establishment of regional borders is a way, «invented» by the world of people to ensure the possibility of preserving and maintaining exceptional, unique rules of their collective existence. The regional boundary protects the social exclusivity (including values and sacred places) of any community from the invasion and destruction from «others», protects the community from massive penetration of unified forms and technologies of social life organization.

In a broad socio-cultural aspect, the regional boundary is the assertion of the fact that humanity is characterized by a variety of forms of life activities, which can not and should not be standardized. The presence of regional differentiation of society is an integral condition for constant measurement of its existence. Therefore, regionalization is internally specific for all types of modern societies, regardless of their size, level of development, peculiarities of political structures. Thus, it can be concluded that regionalization is invariably present in the internal arrangement of social relations.

Currently, international regionalization processes progress on several spatial levels. Scholars distinguished macro-, meso- and micro-levels.

Macro-level is implemented in the space of intercontinental and continental scale (regional cooperation) and includes many participating countries. The largest international groups are the European Union (EU), North American Free Trade Agreement (NAFTA), NATO military and political bloc, Association of South East Asian Nations (ASEAN), and other regional associations. These regional entities are formed around countries that play key roles in the global economy, in order to strengthen their positions in a competitive struggle with each other.

Conditionally, we can distinguish four types of macro-regions: Atlantic (Western), European, American and Asian (Eastern).

At meso-level, regionalization has a supranational nature and manifests itself in a tend to integrate certain territories that are part of different states. So, the place of «Europe of national states» was taken by «Europe of regions». In late 1996, more than 300 European regions with different territories, political and administrative systems representing the interests of more than 400 million people, adopted a Declaration of Regionalism in Europe. The initiator of this Declaration adoption was the Assembly of European

Regions, which seeks in its program to further regionalization in the institutional framework of individual countries, taking into account the importance of integration and regionalization processes in the modern world, and aims to recognition of regionalism both in and outside of the European Union.

At the micro-level processes of regionalization progress within national states. In this case, the regionalisation is related to the strengthening of the peculiarity of economic or political behavior of those or other territorial communities within the country, their aiming at cultural autarchy, and sometimes to separatism. Regionalization accompanied by economic and ethno-cultural differentiation, geopolitical sovereignization, often leads to political fragmentation, conflicts and instability within previously integral state entities.

An example of this can be the collapse of the USSR and Yugoslavia, disintegration processes in the CIS countries, ethno-confessional confrontations in Northern Ireland and India, the separatism of the Basque in Spain, and so on.

The key concept of «regionalistics» is the «region» (from Lat. 'country, area'). However, the universal definition of the region does not exist. In the scientific literature there are various definitions of this concept.

P. Aronsson outlines the following criteria for identifying regions:

1. Territoriality and institutionalization.
2. Objective criteria: homogeneity or functionality.
3. Subjective criterion: identity.
4. Historical changes [2].

We agree with the opinion of Dortmund University professor L. Roemheld, who considers the «region» word by a super concept, which includes a number of fundamental features: a certain territory, population, commonality of history, natural conditions, current problems. Anything else depends on the researchers. If they are more interested in studying economic aspects, then they will tend to consider the region through the prism of the business ties there. If the ethnocultural dimension is more important, the region is analyzed from the point of view of the territory where a certain ethnic group lives. It is also possible a combined use of criteria if the task itself has a comprehensive nature [5, p. 97].

At the same time, the region is a subject of cultural life activities with own infrastructure, capable of independent assessment of own historical perspective. It is characterized by a historically formed general life scheme, nature and socio-economic specifics. In the process of life activities, education, culture in the region its regional human community establishes, which has:

- unique cultural target benchmarks that determine its historical missions and future;
- own vision of the world, the system of values that provide grounds for the action of community as a whole;
- historical traditions that allow continuously increase the cultural potential of the community.

Regionalism in the post-bipolar world becomes an important factor in the functions of place and social time, a manifestation of geopolitical, geoeconomic and socio-cultural features of the territory.

Cultural characteristics that are less mobile and changing than ideological, political or economic ones, increasingly nominated as the basis of the new regionalization of the world. Obviously, the «culture» includes the language, religion, economy, and much more.

IV. Conclusions

At the turn of the XX–XXI centuries the world is rapidly changing. Today, cultural expansion is not related to territorial conquests. Active strengthening of economic relations, expansion of the global communications network and mass media, the processes of culture values exchange in various national and international programs indicate that the fate of nations merge into one whole world fate. However, the cultural integration of the world can and should rely on the development (revival) of national culture, the original development of nations, their self-identification on language and spiritual culture.

In such a way, the regional differentiation of society (especially polyethnic one) is inevitable and attempt to eliminate it will not be successful. Differentiation is caused by the fact that: a) inner collective life is inherent in human communes; b) this inner life always carries elements of the social exclusivity order; c) social exclusivity orders are work of socio-historical remembrance, self-naming and self-identifying of communities for themselves and for others; d) «materials» in which this self-naming is embodied are the language, the territory, various forms of art, techniques, as well as forms and norms of everyday organization of work, life, leisure time.

N. Veggeland raises the issue of the formation of «Europe of regions» or the existence of «Europe with regions». In «Europe of regions», the very regions should be the main actors with power and affecting the development process.

In «Europe of regions», three types of regions can be distinguished:

- administrative regions as part of the state hierarchy operating on the basis of vertical order;
- historical or ethnic regions that arised as a result of the actions of regional movements, which caused certain historical events, and characterized by a certain homogeneity and experience of common identity;
- network functional regions, which also include transnational regions [7].

Of course, Europe of XXI century will be, first of all, «Europe of regions», which means that regionalization is still the main and decisive tendency of its development.

Based on the current needs of the individual and the state in implementing an effective process of intercultural communication at the regional level, strategic tasks will be:

1. Development of competence to represent a native regional culture.
2. Development of competence to build a process of intercultural communication on the basis of broad regional knowledge about the culture of another society.

Everyone knows that representatives of different regions, areas, lands may be different from each other by the following cultural parameters:

- components of culture (tools of trade, language, religion, ethics, social system, laws);
- results of cultural activity (works of literature, painting, etc.);
- spirit of culture (mentality);
- communicative layer of culture (norms of interaction, institutes of education);
- basis of culture (language, psychological set, accepted symbols). An example may be representatives of different regions of the German language functioning: the European region (macro-level), the Western European region (meso-level) and microregions within the German-speaking countries (micro-level).

The maximum consideration of the regional context of the communicative situation will help effectively conduct intercultural dialogue, based on mutual understanding and involving the ability to analyze and compare regional information as an important component of the intercultural communication process.

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Гірман А. П., Кодацька Н. О. Міжнародні регіональні студії: комунікаційний аспект

Мета дослідження – проаналізувати та систематизувати об'єктивні умови, які визначають зміст процесів комунікації на міжкультурному рівні, виділити регіональну складову як важливий аспект міжкультурної комунікації в сучасному світі.

Методологія дослідження. У ході дослідження використано порівняльно-історичний метод для аналізу та систематизації даних щодо розвитку міжкультурних комунікацій; для визначення особливостей та чинників виникнення регіональної складової комунікативних процесів на міжкультурному рівні – систематизацію та класифікацію.

Результати. Розглянуто комунікацію як інструмент реалізації практичних інтересів індивідів, спосіб звільнення від економічних та політичних впливів і процес комунікації на міжкультурному рівні. Здійснено огляд тенденцій у сфері інтернаціональної культури. Виділено дві основні тенденції: експансія в галузь інтернаціональної культури, яка приводить до асиміляції; утворення «загальної культури» поряд з національними культурами, тобто прагнення до єдності в різноманітності. Проведено аналіз складових міжкультурної комунікації та визначено її особливості. Розглянуто поняття міжкультурної компетенції, що передбачає здатність здійснювати комунікативні процеси в межах взаємодії двох або більше культур. Проаналізовано феномен регіоналізму, що реалізується через культурну, історичну й географічну близькість і прагнення сусідніх країн та регіонів зберегти свою культурну й економічну ідентичність через регіональні торгово-економічні преференції та колективний протекціонізм. Проведено класифікацію процесів міжнародної регіоналізації, які відбуваються на декількох просторових рівнях: макро-, мезо- і мікро-. Виділено чотири типи макрорегіоналізму: атлантичний (західний), європейський, американський і азійський (східний). Регіон визначено як суб'єкт культурної життєдіяльності зі своєю інфраструктурою, здатний до самостійного оцінювання своєї історичної перспективи, для якої характерні історично сформований загальний уклад життя, природа й соціально-економічна специфіка.

Новизна. У межах статті здійснено аналіз регіональної диференціації соціуму та виділено регіональну складову як важливий аспект міжкультурної комунікації.

Практична значущість. Результати дослідження можуть бути використані для вдосконалення форм та методів міжкультурної комунікації, формування регіонального контексту ефективних комунікативних технологій.

Ключові слова: геополітичні процеси, гео економічна система, етнокультурний вимір, міжкультурна комунікація, регіонознавчі дослідження, типи макрорегіоналізму.

Гирман А. П., Кодацкая Н. А. Международные региональные студии: коммуникационный аспект

Цель исследования – проанализировать и систематизировать объективные условия, которые определяют содержание процессов коммуникации на межкультурном уровне, выделить региональную составляющую как важный аспект межкультурной коммуникации в современном мире.

Методология исследования. В ходе исследования использован сравнительно-исторический метод для анализа и систематизации данных по развитию межкультурных коммуникаций; для определения особенностей и факторов возникновения региональной составляющей коммуникативных процессов на межкультурном уровне – систематизация и классификация.

Результаты. Рассмотрена коммуникация как инструмент реализации практических интересов индивидов, способ освобождения от экономических и политических влияний и процесс коммуникации на межкультурном уровне. Осуществлен обзор тенденций в области международной культуры. Выделены две основные тенденции: экспансия в область интернациональной культуры, которая ведет к ассимиляции; образования «общей культуры» наряду с национальными культурами, то есть стремление к единству в многообразии. Проведен анализ составляющих элементов межкультурной коммуникации и определены ее особенности. Рассмотрены понятия межкультурной компетенции, предполагающей способность осуществлять коммуникативные процессы в рамках взаимодействия двух или более культур. Проанализирован феномен регионализма, который реализуется через культурную, историческую и географическую близость и стремление соседних стран и регионов сохранить свою культурную и экономическую идентичность через региональные торгово-экономические преференции и коллективный протекционизм. Осуществлена классификация процессов международной регионализации, которые происходят на нескольких пространственных уровнях: макро-, мезо- и микро-. Выделены четыре типа макрорегионализма: атлантический (западный), европейский, американский и азиатский (восточный). Регион определен как субъект культурной жизнедеятельности со своей инфраструктурой, способный к самостоятельной оценке своей исторической перспективы, характеризующейся исторически сложившимся общим укладом жизни, природой и социально-экономической спецификой.

Новизна. В рамках статьи осуществлен анализ региональной дифференциации социума и выделена региональная составляющая как важный аспект межкультурной коммуникации.

Практическая значимость. Результаты исследования могут быть использованы для совершенствования форм и методов межкультурной коммуникации, формирования регионального контекста эффективных коммуникативных технологий.

Ключевые слова: геополитические процессы, геоэкономическая система, этнокультурное измерение, межкультурная коммуникация, регионоведческие исследования, типы макрорегионализма.