

**FACTORS FOR ENSURING EFFECTIVE COMMUNICATION IN A
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Abstract

The article discusses the issues of ensuring effective communication in a multicultural environment. The role of intercultural competence, language and speech culture, tolerance, empathy, and information culture in the communication process is analyzed. The importance of developing multicultural communication in education and professional activities is also substantiated. The results of the study serve to strengthen mutual understanding and cooperation between representatives of different cultures.

Keywords

multicultural environment, communication, intercultural competence, tolerance, empathy, information culture.

Multicultural environment is emerging as one of the important signs of the development of modern society in the context of today's globalization. The fact that representatives of different nationalities, languages, religions and cultures live and work within the same space complicates the process of communication. Therefore, the issue of ensuring effective communication in such conditions is an important factor in the development of social stability, mutual respect and cooperation. Communication is interpreted not only as an exchange of information, but also as a process of interaction of cultural experience, values and worldviews^[1].

One of the main conditions for effective communication in a multicultural environment is the formation of intercultural competence. This competence represents the ability of a person to understand the behavior, customs, social norms and values of representatives of other cultures, and to treat them with respect. In the presence of intercultural competence, misinterpretations and cultural conflicts are reduced in the communication process. At the same time, it also serves to deepen the understanding of one's own culture^[2].

Language is one of the most important means of communication in a multicultural environment. Knowing a common language or several languages increases the effectiveness of communication, but language knowledge alone is not enough. Speech culture, communication etiquette, non-verbal cues, tone and correct understanding of the situation are also important. Since certain words, phrases or gestures can have different meanings in different cultures, taking into account such differences play an important role in communication^[3].

Tolerance and empathy are among the main socio-psychological factors that ensure effective communication in a multicultural environment. Tolerance means recognizing and accepting other cultures and views, while empathy is the ability to understand and sympathize with the feelings of the interlocutor. These qualities create an atmosphere of trust in the communication process, reduce social distance, and help prevent disagreements. Empathy,

especially in multinational communities, significantly increases the effectiveness of communication^[4].

The expansion of the information space brings new opportunities for multicultural communication, but also certain problems. Information disseminated through the Internet and mass media can often form stereotypes and biased views. Therefore, information culture and critical thinking are important in a multicultural environment. A person must have the ability to analyze the information received, compare it with different sources and objectively evaluate it. This prevents incorrect conclusions in the communication process^[5].

The education system is an important social institution in the formation of effective communication in a multicultural environment. The development of knowledge and skills in intercultural communication in the educational process, the expansion of ideas about the culture and history of other people's contribute to the formation of a tolerant and open-minded person. In particular, studying in multinational classrooms in higher education institutions creates practical experience of intercultural communication for students^[6].

Multicultural communication is also important in the process of professional activity. Effective communication in international organizations, transnational companies and diplomatic institutions must be carried out taking into account cultural differences. In this process, the ability to coordinate and adapt between cultures is an important condition for successful cooperation. Therefore, the development of communication skills in a multicultural environment is one of the necessary competencies for modern professionals^[7].

In conclusion, it can be said that ensuring effective communication in a multicultural environment is a multifaceted and complex process, which is based on the integral combination of intercultural competence, language and speech culture, tolerance, empathy, information culture and educational factors. The systematic development of these factors serves to strengthen mutual understanding, peace and cooperation in society. Therefore, the issue of multicultural communication retains its relevance as a relevant scientific direction in modern humanitarian and social sciences.

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