

іноземних мов для майбутнього фахівця, тобто до прагматичної мотивації, специфічної для студентів вищих технічних навчальних закладів.

ЛІТЕРАТУРА

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T. Kartel, H. Syvokin. The essence of the communicative approach in teaching a foreign language to students of higher technical educational institutions. – Article.

Summary. The article analyzes the didactic principles of the implementation of the communicative approach in the process of teaching a foreign language by students of higher technical educational institutions. The main attention is paid to the analysis of the essence of the communicative approach in the study of a foreign language by students of non-linguistic universities. The main requirements for the personality of a teacher in the organization of educational activities in a foreign language are highlighted.

Key words: communicative approach, pedagogical communication, motivation for learning foreign languages.

Т. Н. Картель, А. В. Сивоконь. Сущность коммуникативного подхода при обучении иностранного языка студентов высших технических учебных заведений. – Статья.

Аннотация. В статье анализируются дидактические принципы реализации коммуникативного подхода в процессе обучения иностранному языку студентами высших технических учебных заведений. Основное внимание уделяется анализу сущности коммуникативного подхода при изучении иностранного языка студентами неязыковых вузов. Освещены ведущие требования к личности преподавателя при организации учебной деятельности по иностранному языку.

Ключевые слова: коммуникативный подход, педагогическое общение, мотивация изучения иностранных языков.

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COMMUNICATION BARRIERS AND WAYS TO OVERCOME THEM

Summary: the article reveals the concept, essence, features, characteristics, causes of occurrence and the ways to prevent and overcome communication barriers are studied. The views of scientists who are engaged in this problem are analysed.

Key words: interaction, communication, information, communication barriers, prevention, ways.

The problem definition. No person can live without communication, because we are always among people. Every day, a person who comes to work, whether it is a manager or a regular employee, is sure to interact with other participants. Communication as interaction implies that people establish contact with each other, exchange certain information in order to build joint activities, cooperation.

However, in many cases a person is faced with the fact that his words, thoughts, desires are misperceived by the interlocutor, sometimes it even seems that the interlocutor is protected from us, our words and experiences, consciously builds obstacles, namely does not want to perceive us. However, there are also situations when what we say is transmitted quickly, openly, without any obstacles, a full understanding is reached.

One of the most important tasks of communication belongs to its communicative component. It is the transfer of information from one system, social community, individual to others through the word, special material carriers, etc. Thanks to communication, language communication, a person forms himself/herself as a person, masters and transforms the social and natural environment, coordinates actions and activities with other social actors, forms the environment, reveals himself to others, affirms his own "I", proves his/her position, behavior, influences other people with whom he/she communicates. Therefore, communication barriers between communication partners hinder the implementation of these important tasks and determine the appropriate range of tasks, namely the study of their nature and features of manifestation.

Analysis of Research and Publications. The main methodological and theoretical foundations of the study were: the theory of psychology of communication (H. M. Andreieva, O. O. Lieontiev), interpersonal communication (O. O. Bodalev, B. F. Lomov), business communication (E. O. Nozhyn, A. Yu. Mikhnevych); interpersonal interaction (I. O. Zimnya, N. N. Obozov), psychological protection (E. L. Dotsenko, R. M. Granovska), language communications (N. B. Golub, A. I. Kapska); competence of communication (L. A. Petrovska, Zh. Kurte, T. A. van Deik); psychology of dialogue (H. O. Ball, L. O. Radzikhovskiy), psychology of difficult communication (V. A. Lobunska, K. A. Mendzheritska, E. A. Breus), communicative emotional barriers (R. H. Shakurov). At the same time, psychological features, classification and mechanisms have not been sufficiently studied and means of overcoming communication barriers in communication. Therefore, the socio-psychological and pedagogical significance of the problem and its insufficient study led to the purpose of the article, which is a theoretical analysis of factors, nature and classification of communicative barriers to communication.

The concept of "communication" has an ambiguous interpretation. In particular, O. O. Bodalyov considers communication as the interaction of people, the content of which is the exchange of information through various means of communication to establish relationships [2]. O. O. Leontiev interprets communication as a social phenomenon necessary condition of any social activity of the person [5]. According to V. V. Moskalenko, communication is a communicative activity that expresses the practical activity of the subject [6]. From a philosophical point of view, the real meaning of communication is the processes of exchange activities, its products, information, experience and skills [10].

Communication between people has a number of features: – the presence of a relationship between two individuals, each of which is active the subject of communication. At the same time, their mutual information involves the establishment of joint activities. Specifics of human metabolism information is a special role for each participant in the communication of one or another information, its significance. Information should not be not only accepted, but also conscious and meaningful;

– the possibility of mutual influence of partners on each other through a system of signs. That is, the exchange of such information necessarily involves influencing the behavior of the partner, because the sign, word, symbol change the state of the participants in the communicative process. Communicative the influence that arises here is the psychological influence of one participant in the communicative process on another in order to change his behavior, ideas, knowledge, attitudes, etc.;

– communicative influence is possible only in the presence of a single or a similar system of codification and decoding of the communicator (a person who sends information) and the recipient (the person receiving the information);

– the possibility of communication barriers. In this case, the connection between communication and relationship is clear.

Communication barriers are obstacles to the adequate transmission of information between communication partners.

H. M. Andreieva distinguishes between communicative barriers of social and psychological nature. On the one hand, such barriers may arise due to lack of understanding: a) communication situation, which is not caused simply in the different language in which the communicative participants communicate process, but also b) deeper differences, namely socio-psychological, existing between partners. Such barriers are created objective social reasons, the affiliation of communication partners to different social groups, and when they appear, the inclusion of communication in a broader system of common relations is particularly clear. On the other hand, communication barriers may be more psychological. They may arise or c) as a result individual psychological characteristics of those who communicate (for example, excessive shyness, secrecy, etc.), or d) due to special psychological relationships that have arisen between partners with communication: hostility, mistrust of each other, etc. [1].

There are several approaches to the classification of communication barriers. L. E. Orban-Lembryk speaks about phonetic, semantic, stylistic, logical, semantic barriers.

The phonetic barrier is an obstacle created by the language of the speaker. Participants in the communicative process communicate in different languages and dialects, have significant language defects and diction, distort the grammatical structure of speech. It is also a vague language, also a language characterized by a large number of word-parasites, pater, very loud or quiet speech, whispers, etc.

The peculiarity of the semantic barrier is manifested in the mismatch in systems of meanings of communication partners – thesauruses, conceptual and categorical apparatus of language with the corresponding semantic information. The reasons are that the partners use the same signs and words to denote different things; it is a limited lexicon of one of the interlocutors; discrepancy between the language means used by the communicator and the language resources of the recipient; individual characteristics of the recipient, his ability to operate with language as a means of thinking, etc.

The nature of the semantic barrier is in the misunderstanding between people, which is a consequence of the fact that one message has a different meaning for them – the subjective meaning that the word acquires in a particular context, a particular communication situation. The word in different situations may have different meanings, which are always individual-personal, it is formed in the mind of the speaker, but is not necessarily clear to the listener. The reasons for this are: inconsistency of meanings of statements, requests, orders, ignoring the views, values, personal meanings of interlocutors, differences in knowledge, life experience and more.

The stylistic barrier arises due to the mismatch between the communicator's language style and the communication situation or language style and the actual psychological state of the recipient. It can be based on: fraternal manner of communication; using a style of communication that may be inappropriate, too complex, inconsistent with the communicative situation and intentions of the partner; use of a style that has coercive aspects; incorrect organization of the message, the form and content of which do not correspond to each other, or the information is transmitted in a scientific-clerical style, which is more understandable during reading and complicated during auditory perception, etc.

As you know, logical thinking is clearly defined, consistent, consistent, evidence-based thinking. At the heart of the logical barrier is an inadequate understanding of information caused by the thinking of communication partners. Its causes are: conscious or unconscious violation of the laws of logic, different types of thinking (for example, one is abstract-logical, the other is visual); use of thinking operations with varying degrees of understanding and adequacy; prevalence of different forms of thinking in each of the partners, etc. [7, p. 273–275].

V. H. Krysko identifies the socio-cultural barrier. It can be caused by social, political, religious, ethnic, professional, age, gender, etc. differences that give rise not only to different interpretations of the concepts used. in the process of communication, but also different worldviews, worldview, worldview, etc. [4].

Any communication is an informational, value-based, emotional impact, and if it succeeds, there may be some changes in the worldview, thoughts, attitudes of those to whom it is addressed. But not everyone perceives this influence, wants change, so – is protected from this information [8, p. 155].

Avoidance is a type of barrier in communication, when there is an avoidance of sources of influence, avoidance of contact with a partner, which makes communication and perception of information impossible. Thus, by identifying a partner as dangerous, “as a stranger”, a person avoids any communication with him, or, if it is impossible to evade, makes every effort not to accept her message. From the outside point of view, this “protection” is well visible – a person is inattentive, does not listen, does not look at the interlocutor, constantly finds a reason to turn away, uses any reason to end the conversation. Avoidance, as a type of protection against influence, is distinguished not only in the avoidance of people, but also in the deviation from certain situations where there may be a danger of “harmful” influence.

The authority of a communication partner is based on trust in him. If the partner is considered non-authoritative, his influence will not be successful. It is believed that the credibility of the source of information depends on its reliability, competence, attractiveness, sincerity, authority and social prestige. As a rule, the more a person trusts the interlocutor, the higher he assesses his reliability, the less the listener thinks that they want to intentionally convince him of something. Therefore, in connection with such an action of authority, it is important to know how the authority of a particular person is formed and depends on it. This can be a person's social status, social experience, professional knowledge and success in an important case at the moment or his competence in relevant situations; as well as a positive, good attitude towards the addressee of the influence, etc.

Everyone has their own reasons for this, and they are determined by their own position in the system of social relations, life and professional history and basic values.

Barriers to motives. Personality barriers can arise due to communication motives. For example, a person needs self-affirmation, but the other person's lack of reaction to the recognition of his personal and social achievements, life experience will irritate and create obstacles in the form of manifestations of psychological stress between partners. It also depends on their role. Thus, it is known that managers are more focused on norms, standards, directives than subordinates, who are more focused on mutual understanding, support, compassion. The mismatch of these orientations leads to dissatisfaction with communication.

A special group of barriers are barriers to social perception. Stereotypes of perception, prejudice and prejudices, negative attitudes of communication partners, inconsistencies of values at the level of basic social attitudes, semantic layers of consciousness and formal adjustment of another person's image to categories (good – bad, reliable – unreliable, etc.) significantly distort ideas people in relation to each other and cause negative reactions during meetings, conversations, negotiations, cause mistrust and reduce the productivity of not only communication but also professional activities, etc. [4].

H. Cornelius, Sh. Feir, as communicative barriers, single out provocateurs of communication – threats that cause resentment, fear, hostility; orders, instructions, directives that cause similar feelings; criticism is usually negative and directed at people; nickname, labeling; words “debtors”; concealment of important information that negatively affects both personal and business communication; the use of replica traps with emotional assessments that do not contain specific information; interrogation with passion; praise with a trap; diagnosis of behavioral motives; negative diagnosis of behavioral motives; untimely advice; position of indulgence, benefits that are covered as if by kindness, positive attitude; categoricalness, irrevocability; belief in logic; ridicule, affecting personalities; unpleasant mentions of certain facts or events; generalizations and stereotypes when there is no need for it; imposing its own positions [3].

Competence barriers to communication can also be caused by: competence, selective listening, evaluative judgments, source reliability, filtering.

Competence is manifested in the fact that communication partners interpret the same message differently – depending on the level of their competence and previous experience, which leads to undesirable variations in the processes of encoding and decoding information. During selective listening, a person tends to block new information if it contradicts the knowledge, experience, ideas that have already been formed, or ignored, or distorted so that it corresponds to their own intellectual, social, professional etc. property. That is, a person hears only what he wants to hear, does not want his “I” to be violated.

What are the ways to overcome and prevent communication barriers?

It is necessary to constantly improve the knowledge of the native language, their language culture, to humanize their speech. This requires the creation of attitudes to master the correct literary speech in all situations of communication; self-control and development of expressive speech skills; development of general psychological features of personality that create prerequisites for successful mastery of speech skills and abilities, development of such communicative qualities as correctness (compliance with accentual, orthoepic, grammatical, punctuation and other norms of modern literary language), intelligibility, accuracy of expression persuasiveness, motivation), richness (variety of means of speech), expressiveness (imagery, emotionality, brightness), purity (inadmissibility of jargons, vulgarities and colloquial words), conciseness; possession of non-verbal means of communication (facial expressions, gestures, rules of articulation of speech flow, speech rate, voice tone) [9].

In addition, the ability to manage attention is important, which involves attracting and maintaining the attention of the listener to the speaker. This is achieved by using such techniques. Thus, the reception of the “neutral phrase” is based on the fact that at the beginning of the speech, the message is pronounced a certain phrase, which may not be directly related to the main material, but for some reason matters, meaning and value for all present, so it attracts attention. The technique of “involvement” is used at the beginning of the speech and is manifested in poor pronunciation, quiet voice, monotony, incomprehensibility, and so on. In this case, the listeners have to make an extra effort to get something understand what determines the concentration of their attention, which the speaker must further maintain adequate efforts. Another trick is to establish eye contact between communication partners. Looking at another, a person shows that he is ready to listen, looks away when he does not want to communicate. The technique of “imposing rhythm” is realized by changing the tone, speed, timbre, intonation of the voice, and so on. The speaker seems to offer the listener his sequence of verbal interaction, perception of information. Accentuation technique is used when it is necessary to emphasize the partner on certain, important points about information, messages, situations, etc. Verbal listening techniques also help to

overcome verbal barriers. The following are distinguished: attention, non-reflexive listening, reflexive listening, attitude, non-verbal listening, memory.

An important method of effective listening to a partner is non-verbal listening – reading facial expressions, postures, gestures of the partner. Non-verbal listening is a manifestation of non-verbal communication of partners, which is carried out by figurative, non-verbal means (kinetic, proxemic, paralinguistic, extralinguistic, etc.).

Awareness, analysis of communication barriers and ways to avoid and overcome them helps to achieve the goals and objectives of communication, effective and fruitful interaction, harmonization of relations, establishing a business, healthy psychological climate in the team.

Conclusions. Communication barriers are diverse due to different factors. Therefore, it is very important to understand their nature, causes and conditions of origin and solution. The most important thing is to realize the importance and adhere to normal human relationships in any activity. It should be borne in mind that it is impossible to get a positive result without respect, understanding and patience for the personality of the communication partner. Prospects for further research are seen in a more detailed study of communication barriers that arise in everyday activities, business communication related to gender, professional, social, etc. human characteristics.

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І. В. Козубенко. Комунікативні бар'єри спілкування та засоби їх подолання. – Стаття.

Анотація. У статті розкрито поняття, сутність, особливості, характеристику, причини виникнення та шляхи попередження і подолання комунікативних бар'єрів спілкування. Проаналізовано погляди вчених, які досліджували цю проблему.

Ключові слова: спілкування, комунікація, інформація, комунікативні бар'єри, профілактика, шляхи.

И. В. Козубенко. Коммуникативные барьеры общения и способы их преодоления. – Статья.

Аннотация. В статье раскрываются понятие, сущность, особенности, характеристика, причины появления и пути предупреждения та преодоления коммуникативных барьеров общения. Анализируются взгляды ученых, которые занимались этой проблемой.

Ключевые слова: общение, коммуникация, информация, коммуникативные барьеры, профилактика, способы.