

## THE PROBLEM OF COMMUNICATION IN THE PERIOD OF GLOBALIZATION

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*The article is dedicated to the peculiarities of communication in modern society. The development of technology, as well as information and communication tools, has led to the emergence of new forms of communication and changes in communication styles. The article also analyzes the problems of the globalized world and communication, and focuses on their relationship to the policy of multiculturalism.*

**Keywords:** *communication; globalization; virtual communication; society; technique.*

Modern information and communication tools have entered every area of society (cultural, economic, environmental, etc.) in such a way that the activities of the second are difficult without the first. There is also rapid development in the use of information and communication tools in various areas of society. Modern societies are more complex and more dynamic. The use of information and communication tools in social activities deepens communication, expands communication between peoples and communities, and contributes to the development of social relations. The continuous development of mass media, as in the field of material production, has a significant impact on the socio-political, cultural and ideological life of people. Thus, the use of the Internet and television has become so widespread that people also meet the needs of cinema, theater, libraries, museums, exhibitions and other public events. At the same time, information technology “captivates” people and puts them at the forefront of their moral production and communication. These realities of the modern world are characterized by the globalization of communication. As more and more people are involved in the communication process through the Internet and other means, communication between two or three people

becomes more and more global. Global communication opens up broader horizons in terms of enlightenment. It is indispensable for the development of human thinking, self-awareness and self-development.

Boundary communication creates innovation, development, intelligence. According to Jaspersin, communication in the past was not so widespread in the past, people only had to look for reasons to communicate. For example, like praying [3, p. 712]. Now the situation is different. So people need more communication. The modern world has deprived people of their freedom. Now, people are becoming more and more technically dependent. It is no longer human machines but machines. With its deformed character [2, p. 491] it has become a robot – mass [3, p. 42].

Today, technical progress has reached such a point that the diversity of interpersonal communication and communication is not recognized at the border. Transferring any information, regardless of distance, is an easy task for the current era. The interactions of people from different cultures are so great that public opinion figures raise the issue of interconnection of cultures. On the other hand, technical progress has a destructive effect on interpersonal communication. Thus, in the interpersonal communication, the lokanicity is manifested. Another important effect of technical progress on interpersonal relations is the disruption of communication between older people and the younger generation.

Doctor of Philosophy F.Ismailov writes about the harm that technology has caused to man: “Technological progress has increased the risk of death and turned the person into a psychopath” [1, p. 348].

In order to solve intercultural understanding and eliminate linguistic barriers in communication, it is essential to comprehensively understand and philosophically analyze modern communication processes. According to the majority of modern researchers, in the course of globalization, cultures cross national boundaries and lose their national form. That is why, even though English is now widely accepted as a means of communication in the world, there is no policy of forgetting the language of every nation or ethnic group, but rather a great deal of work is being done to protect them and pass them on to the next generation. In civilizations, the fundamental principle of which is freedom of the person, interaction

becomes the basic form of human relations. Such civilizations deserve to be called universal civilization.

The concept of sustainable development is relevant today. The essence of this concept is that sustainable community management can create social, economic and environmental harmony. Communication as an information aspect plays an important role in the transition of society to sustainable development. Hormonal development of society in new conditions depends on the effectiveness of the communicative system and the state language policy. Language plays a key role in society. Language also forms a collective and individual consciousness. Overcoming linguistic barriers to intercultural dialogue and sustainable development is an important prerequisite. However, the flow of ideas and knowledge will be faster.

It is possible to achieve global consciousness by eliminating interdisciplinary barriers. On the one hand, globalization characterizes integrated processes, enriches cultures, and on the other hand strengthens economic, technical and cultural cooperation between people. I think that in addition to the positive factors that I have listed above, there are a lot of detrimental effects on society. I believe that globalization has violated the policy of multiculturalism, destroying hundreds of languages and cultures. In my opinion, in order to prevent the negative consequences of globalization, it is necessary to educate people, to create conditions for the development of different peoples and cultures, to avoid real communication and to establish genuine dialogue.

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