

Intercultural Communication and Winter Olympic Games 2014: Consequences of Cultural and Language Space

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«... And, of course, to all the residents of Sochi, thank you, and Krasnodar region - thank you for your patience, thank you for understanding that you have displayed. Only 7 years. And now you live in the Olympic region...»

IOC President Thomas Bach

(from a speech at the opening ceremony of the XXII winter Olympic games in Sochi)

Abstract. The article is devoted to aspects of language communication and a cultural exchange during the host Winter Olympic Games 2014 in Sochi. The processes of an exchange are analyzed between cultural paradigms of foreign guests, tourists from various regions of the Russian Federation and volunteers of the Winter Olympic Games, residents of Great Sochi and Krasnodar Region and all Southern federal district. The paper touches upon actual problem of formation of integration intercultural space in the conditions of continuous improvement of processing methods of communications.

Keywords: communication, intercultural exchange, language communication, Winter Olympic Games 2014.

Introduction.

Intercultural communication has become the modern information spacean integral part of the formation of linguistic communication models for its participants, and in particular the role played by elements of hospitality, volunteerism, and mutual assistance. The preparation for the Olympic movement, was the particular interest to the study of the languages and cultural traditions of other peoples. All these aspects are underlinedby the linguistic component of intercultural exchange - at least the language of stock for communication of the participants of communication. It predefines the relevance the study of the cultural heritage for a region of GreatSochiininterlanguage communication. The study of the Olympic legacy for the language and cultural landmark, the new challenge for the polyethnic space of the region - Krasnodar region, Kurortny district of Great Sochi to preserve and to develop the phenomenon of cross-cultural communication.

Materials and methods.

Material of research is the volume of information of the sources of intercultural exchange, which occurred in the space of communicative interaction. Methods of this study of the complex of diverse sources, their savings become the selection and differentiation of language units, the general and specialized sources analysis intercultural virtual contacts, exchange of cultural paradigms. The basis of this methodological approach is the combination of the deductive and inductive methods.

Discussion.

The Winter Olympic Games 2014 became the property not only for the world community, but especially for the region of Great Sochi which from summer local resort object became the world center of winter sports events 2014. Today, when the Winter Olympic Games already have become the part of historical cultural and sport's space, we see not only transformations of city-planning components, but also cultural changes of the country and the region. Undoubtedly, the consequence of a cross-cultural exchange of participants of sport's and volunteer's movements, the effect from arrival of numerous guests from various countries of the world became the most actual.

Great Sochi is a classic example of provincial thinking of its residents prior to carrying out and its results, summing up and expected heritage of events of the international scale. Approximately in a year of 2013 across all Russian Federation started the large-scale educational project – began the training of volunteers for the Sochi Winter Olympic Games of 2014. 25 thousand of volunteers examined history of the Olympic Games, the city of Sochi, and also decided to learn English – most of them had to meet foreign delegations and work as translators. In February of the 2014th – volunteers started the Olympic voluntary responsibilities. They became conductors both for athletes and for fans: to reach a place, to understand the schedule of competitions, to translate requests into a foreign language. By the way, lessons of English [1] just have become the first occupations.

In Sochi were carried out public actions (with support of mass media and other electronic resources of the city) on English studying, for example, "One day – one English word or the phrase". And the city began to change strongly: besides the infrastructure expansion, practically all inscriptions in the city (names of streets, city schemes, the traffic schedule) began to be duplicated in English. English words and phrases of the substantial block were picked up by the expert of Cambridge ESOL Tracey Sinclair. It was possible to master English bases thanks to Efkate TV company, radio stations "Autoradio Sochi", "Max. FM", "FM Retro", "Europe Plus of Sochi", to sites of city administration and the Olympic department, social networks.

The fullness of groups testifies to the growth of interest for studying of English on short-term courses for residents of Sochi on practicing foreign language on the basis of educational institutions and to increase the number of the citizens who have addressed the courses on paid and in language centres.

Language first of all serves for individual knowledge of world around, for the transfer of mental processes and the creation of the available to society. But, language also defines category of culture and historical and semantic levels of development of interlocutors, through thinking first of all, and through behavior speaking in society. And if, participants of communication speak all different languages – that means for mutual understanding comes historically checked way – *lingua franca* – in our time – English. At a minimum of a language stock for communication of participants of intercourse (photo, Russia, Japan, Canada, America, food, go-go-go, Coca-Cola, hockey, ski, friend, street, etc.) comes to the rescue of a smile, flags of the countries, understanding/misunderstanding gestures, but, always, there is a wish to emphasize, goodwill and hospitality (by the way, it is one of the best features of Russian nation). It is necessary to add to comparative easiness of cross-cultural communication of representatives of various cultures such aspects as euphoria from victories of the athletes and teams in sport competitions, the atmosphere of general enthusiasm, the feeling, full of fans, also an appreciation of leading sportscasters and experts about the enthusiastic audience occurring before their eyes. Yes, similar situations promote the establishment and adjustment of interlingual contacts and serve activation of further interlocutor communication.

There is such indifferent and conformist by the nature a social group of people which doesn't accept, and often rejects any innovations, changes, and, especially doesn't accept the possibility of any large-scale change. For such social group some insignificant deviation from existing dogmatic norms, as a rule, acquired as a result of sociohistorical stereotypes of education, is problematic, and, therefore, negative to perception and understanding. As a result, the relation to acceptance of ethnographic foreign culture, and furthermore foreign language and its carriers as threats for possible, further influence on already developed schemes of vital behavior – cause the extremely negative relation.

The socio-cognitive perception of strange habitual cultures and, therefore, from D. Gayms's linguistic differentiation suggests to allocating in a certain categorization, trying to explain and bring a conditional phenomenon of a dialectic phenomenon into three conditional groups of participants:

- ethic (far from perception of foreign culture and language);
- emic (accepting foreign culture and the language, wishing to be trained);
- perspectic (in principle I am ready to innovations, but when monitoring favorable for and sounding other cultures) [2].

In actic (urgently and quickly to study and master languages skills of cross-cultural communication) (*it is added by the author*) it would be very desirable to write down that huge

number of young people who worked at the XXII Winter Olympic and XI Paralympic Games in Sochi as volunteers.

Within last two decades the European commission and the Council of Europe assumed political initiatives of development of a multilingualism of the population, and, the main assumption for encouragement of multilingualism the requirement to find balance between the integrated identity of the European citizen and need of maintenance of linguistic and cultural national diversity that move forward. There are national, international and geopolitical visions of the world of the people occupying Europe [3].

Regionalists, supporting preservation and development of national languages, support receiving the equal status of existence of all local languages, but state fear that the political affairs concerning these territories, will be solved by not in the native language for citizens living on space [4].

From the international point of view it should be noted that the number of the people using for cross-cultural communication of foreign languages (in the conditions of a territorial favor, for commercial purposes, and, in general, for integration into interlingual world space) constantly is growing [5].

From the geopolitical party there is a wish to note that for multilingualism in Europe and in Russia there are many prerequisites:

- the sure advance of NATO to the East promotes the corresponding changes in education. The number of schools with profound learning of foreign languages increases every year;
- the experts knowing the main European languages are required;
- more and more commercial contracts and economic relations occur in English, German, French and Spanish languages;
- English becomes the language *lingua franca* on the territory of Europe and Russia.

Conclusion.

The cross-cultural exchange in modern space became a major factor of development of the international communication not only among the highest political, economic elite, but also a necessary component of interlanguage communication of versatile groups. English became such mean for cross-cultural communication. By means of English language (at a minimum level) there were communications between practically all guests, volunteers and the personnel of XXII Winter Olympic Games in the city of Great Sochi.

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