

Goryacheva O. N.

A candidate of philological sciences, an assistant professor of mass communications in Naberezhnochelninsky Institute (branch) of Kazan (Privolzhsky) Federal University.

Borrowing as a result of cross-cultural interaction.

The development of cultural achievements of other ethnic groups, adapting them to their ethnic traditions and way of life, interests and aspirations promote interaction of different nations with a specific system of values and way of activity. In the course of evolution each culture addresses either to the past or to the experience of other cultures.

Borrowings in the process of cross-cultural interaction are an important factor of cultural and social change. The synthesis of cultural elements defines the essence of the world of culture in general. The evolution of social and cultural systems, as well as the mechanisms underlying the conversion, determine the nature of the development of world culture.

As early as in the XVIII century the German philosopher Johann Gottfried Herder drew attention to the fact that the phenomenon of human history is explained by the deep relationship between cultures. The example is the continuity of ancient Greek and Roman culture.

"Culture" as a concept is highly-valued. The most common term describes culture as "a system of values, life views, patterns of behavior, norms, a set of techniques and methods of human activity, objectified in subject, physical media (means of labor, signs) and transmitted to future generations" [1, c. 47]. The interaction, in turn, reflects the universal type of connection between the subjects of certain relationships, involves the one-time existence of these entities and influence on each other. The concept of "intercultural cooperation" was introduced into scientific circulation by G. Treyger and E. Hall [2], defining it as an ideal goal to which man should aspire in his desire to adapt to the world around him in the best possible and effective manner.

According to the definition of G. Avanesov: "The interaction of cultures is a special kind of direct relationships and connections that are formed between two cultures at least, as well as those influences, mutual changes that occur in the course of the relationship. The decisive significance in the process of cultural interaction acquires change of the condition, quality, work areas, values of both cultures, generation of new forms of cultural activity, spiritual guidance and signs of people living under the influence of impulses from outside "[3].

Contacts and relationships between cultures are the result of a lot of different reasons. The result of these relationships may be borrowing, which in turn become the basis of cultural and social change. Borrowings pass through the prism of the cultural heritage of a particular nation, resulting in borrowing strategy determination. Not all elements are adopted, only those that are close to the culture of the recipient nation can be a source of explicit or implicit benefits, provide some advantage, meet the internal needs of this ethnic group. Such interactions are generally large scale for the duration of the phenomenon. Cultural borrowings are essentially of two kinds:

1. natural that are an earlier form;
2. targeted that are the most common.

The first form is also referred to as the cultural diffusion; it provides distribution and penetration of the necessary cultural elements, where they are in demand, borrowed by communities that previously did not own such forms. The result of such an effect may be: a) equal strong impact; b) strong unilateral influence. Targeted borrowings characterize the effect of the more developed culture to the less developed one. The nature of such borrowing can be both direct and indirect. The character, extent and effectiveness of borrowings, which are determined by the intensity of contacts, their terms and conditions, the degree of society differentiation, sensitivity to a foreign culture play significant importance.

Thus, intercultural interaction is an integral part of the culture development, a way of co-existence of large social structures of the system order, which are characterized by intense exchange of information, values and results of operations.

Borrowings are perceived as the basis of cultural and social change, which helps the interaction of cultures.

References and sources

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