

**THE ROLE OF PSYCHOLOGICAL SCIENCES IN CROSS-  
CULTURAL COMMUNICATION**

**PSİKOLOJİ İLMİNİN KÜLTÜRLERARASI  
İLETİŞİMDEKİ ROLÜ**

**РОЛЬ ПСИХОЛОГИИ КАК НАУКИ В МУЖКУЛЬТУРНОМ  
ОБЩЕНИИ**

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**Özet**

Bu makalede, yazar; psikoloji ilminin kültürler arası iletişimdeki rolünü araştırmıştır. Kültürler arası iletişimin, genel kültür faktörünün önemi, onun psikolojideki uygulamalı görünüşleri incelenmiştir. Çapraz kültür araştırmalarının tarihi ve şimdiki zamanı hakkında bilgiler verilmiştir. Yazar, kültürün insan davranışlarını oluşturma ve değiştirmedeki rolünü öne çıkarmıştır.

**Anahtar Kelimeler:** makale, yazar, kültür faktörünün önemi, psikoloji ilminin kültürler arası iletişimdeki rolü, Çapraz kültür araştırmaların tarihi

**Түйіндеме**

Аталмыш ғылыми мақалада автор психология ғылымының мәдениаралық коммуникациядағы рөлін қарастырған. Мәдениаралық байланыстың, жалпы мәдениет факторының маңыздылығы, оның психологиядағы қолданбалы аспектілері зерттелінген. Кросс-мәдени зерттеулердің тарихы мен қазіргі кезеңі туралы пайдалы ақпараттар берілген. Автор мәдениеттің адам мінез-құлқын қалыптастыру мен өзгертудегі рөлін ерекше атап өтеді.

**Кілт сөздер:** Мақала, автор, мәдениет факторының маңыздылығы, Психология ғылымының мәдениаралық коммуникациядағы рөлі, Кросс-мәдени зерттеулердің тарихы

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### Резюме

В данной научной статье автор рассматривает роль психологии в межкультурной коммуникации. Важность общего культурного фактора, межкультурная связь, а также используемые психологические аспекты. Дана полезная информация об исследованиях кросс-культурной истории и её современные реалии. Автор особо отмечает формирование человеческого характера и роль культуры в её изменении.

**Ключевые слова:** статья, автор, важность культурного фактора, культурно-коммуникативная роль в науке психология, история исследования кросс-культуры

The factor of culture becomes more and more important under globalization conditions. It is difficult to find a nation which didn't undergo cultural problems. For the past ten years direct relations and cultural exchanges between individuals, different social groups, state institutions and voluntary organizations have been improving. The process of integration to the world educational system requires special research the problems of cross-cultural understanding and academic optimization. Increase of interrelations between nations and their cultures arise the problem of their mutual understanding and self identification, therefore deep research of cross-cultural communication is needed. These problems are researched by subjects like ethnography, anthropology, philosophy and consideration of their psychological aspects is main scientific goal.

Once the USA accepted the aid program to developing countries sending Peace Corp volunteers and experts to different countries but those volunteers faced with misunderstanding and contradictions, so their mission failed. Even if you speak the language of the country, it is difficult to build psychological relation without knowing and consideration their traditions, behavior and cultural peculiarities. Scientists and specialists are obliged to pay big attention to the problem of cross-cultural communication and new subject was introduced in curriculum. One of these subjects is cross-cultural psychology, which consider culture from psychological point of view. This subject is widely taught at universities of western countries and developing rapidly as subject and science as well. It reconsiders traditional psychological thoughts as influential direction. As one of the psychological sphere cross- cultural psychology adds new important information to psychological studies. Some researchers consider that "psychological revolution" took place in psychology (D. Masumoto. 2003:516.). Unfortunately, in social humanities of our country cross-cultural methodology is not used widely. In the system of general psychological sciences cross cultural psychology occupies a low position.

What is cross – cultural psychology? Beginning at the last quarter of the XX century and rapidly developing under globalization conditions this subject is



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defined by Canadian scientist John in the following way: "Cross – cultural psychology – research of psychological similarities and differences of different cultural and ethno groups" ; relation of psychological differences with cultural, ecological and biological peculiarities and also modern differences (D. Berry, A. 2007:15) .

According to cross – cultural psychologists, psychology can solve better the problems of culture. David Masumoto the founder of Research Laboratory of culture and emotion at San Francisco University said: "Psychological research of culture connected with certain psychological factor and its universal character solves main problems. Culture for human behavior similar to operation system for program ensuring , plays essential role in its development and functioning " (D. Masumoto. 2003:27).

Cross – cultural researches and studies influence greatly on understanding human behavior. It is obvious that the results of cross – cultural researches are demanded and won't be idle on library bookshelves. Communicating with representatives of different culture we understood that truth is not universal phenomena. There are many examples of cases when people were at odd position because of not knowing the meanings of body language and gestures. For example, many Kazakh people are familiar with American " OK" thanks to TV programs, it means *zero* in France, *money* in Japan, in Tunisia it means *I'll kill you*. Pointing a temple with finger means high intellectuality in Denmark, in our country it is *Are you crazy?* The translation of scientific text is a complex problem of separate consideration.

I would like to emphasize one important problem for educational process. Little information about cross-cultural psychology in Russian scientific literature, not talking about Kazakh. In modern psychological text-books nothing said about this subject. A few Kazakhstani scientists, familiar with this subject, especially those, who are directly engaged in it. In fact domestic psychologists taking into account cultural aspects must make thorough conclusion in their scientific researches and theories. Nevertheless, it is easier to use Russian or foreign theories and concepts. Psychology as a science must guarantee that its studies are concrete and is used to reveal human behavior of different cultures, therefore cultural category must be included in psychology.

In world or international psychology cross - cultural researches were systematically made in the second half of the XX century. But it is rooted from antique philosophers Herodote, Hypocrate, Strabo's works and etc. The father of scientific experimental psychology Wilhelm Wundt can be considered the founder of cross – cultural psychology. Forming the theory of the people's psychology (ten volume book "The People's psychology") he has warned scientists engaged in experimental psychology paradigm beforehand. The subjects : "Physiological psychology", and " The People's psychology" or "Cultural psychology" were to add each other. Many years most of psychologists – researchers put cultural factors on the second place , because as fish in the water , human being face difficulties to



observe cultural environment. Only after meeting representatives of different culture we think about own culture, furthermore researchers are familiar with ethnocentrism and euro centrism phenomena. After one century the idea of W. Wundt about "second psychology" became actual under globalization conditions. Psychologists understood the importance of scientific research of relations between human psychology and culture. Culture is being researched as determinant of behavior.

In western and Russian text – books the founder of cross – cultural psychology was English researcher K. Rivers (1864-1922). In general, cross cultural researches started to develop after Second World War. However, ethnography and anthropology scientists have dealt with this problem for many years. First, cross cultural researches only gathered and described cultural differences in some psychological processes. This work of course was interesting, but it couldn't satisfy many cross – psychology specialists. They wanted to find psychological varieties – reasons of cultural differences, tried to search theoretical and empirical answers to the question why the culture is the source of these peculiarities? Is culture dominating or limiting factor which determine behavior of human being? The concept "Culture" is very abstract that is why there is necessity to transfer to psychological ... which can be really measured. Cross – cultural psychologists (G. Triandis, G. Hostede and others) suggested several parameters as psychological measure of any culture, defined real activities of specialists engaged in this sphere.

Russia is also developing cross – cultural psychology. Ethnology and Anthropology Institute (EAI) after N.N. Miclukho - Maklai functions under Russian Science Academy. The structure of the institute consists of several centers, divisions, sectors, research groups and laboratories. Cross – cultural psychology and human ethnology works as separate division under EAI. This scientific division carries out innovative and research works on various aspects of cross – cultural psychology and publishes text – books (N.M. Lebedeva, 1990:45). Besides, voluntary scientific social union functions in Russia and it is called Association of Russian ethnographers and anthropologists, it's history directly connected with Kazakhstan. In 1990s on steppe ethnographic and anthropological research conclusion in Almaty, All – Union scientific session was held and it was organized by the republican History, Archeology and Ethnography Institute after Sh. Ualikhanov. The fact that this big event took place in Almaty estimated the authority and scientific research works of Kazakhstani scientists, won recognition in the Union. During above mentioned session on initiative of the director of that period Ethnology and Anthropology Institute of the Kazakh Soviet Republic Science Academy V.A. Tishkov there was taken a decision to establish the present Association of Russian ethnographers and anthropologists.

Republican History, Archeology and Ethnography Institute after Sh. Ualikhanov was established in 1945 on the base of Kazakh Soviet Republican Science Academy branch Language, Literature and History Institute. Later it was separated and called History, Archeology and Ethnography Institute and became



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the leading centre for historical researches. In 1991, September 12 under decision of Kazakh Soviet Republic Science Academy Presidium renamed as History, Archeology and Ethnography Institute after Sh. Ualikhanov. Nowadays, this institution is headed by the doctor of historical sciences Sattar Mazhitov. This institute carries out scientific researches on history, ethnology and anthropology. It would be expedient to form the division of cross – cultural psychology here, like in Russia.

As above said, researches on cross- cultural psychology have been rapidly developing all over the world for the past ten years. Kazakhstan is lagging behind on this matter. United Nations Organization ( UN) has adopted declaration about world culture, tolerance principles and convention on fight with educational limitation, but it's a pity that Kazakhstan doesn't pay enough attention on development of cross – cultural scientific research problems.

It is said Kazakhstan is an example of friendship among confessions and different ethnic groups. We should research it's scientific base. If we want to establish high cultural tolerant society, it is expedient to increase the number of cross - cultural courses, open research centers and laboratories. Besides, this project doesn't demand huge funds like natural sciences. Under condition of increasing relations of bachelors, masters, Ph.D doctors of universities with foreign countries, cross – cultural communication will have both academic and practical importance. Effective cultural exchange, cross cultural relations don't appear itself, we should conduct special training, because each culture generates specific system of values, priorities, examples of behavior. Subjects, like cross – cultural psychology gives an opportunity to understand cultural differences, to value and respect them, also to know deeply its internal environment. It should be noted that we must take into account cross – cultural aspect in teaching how to solve contradictions connected with ethno – cultural factors, to form tolerance, consciousness, to prevent xenophobia, to establish opinion about modern different cultural differences. For a while, we can say cross – cultural paradigm isn't formed in minds of future kazakhstani specialists.

Usually we often use concepts as “social person”, “political person”. Nowadays requirements of social practice ( international relation, cultural exchange, business sphere, psychological consultation, advice and education) demand to take into account necessity of “cultural person”, this category should be introduced into psychology. Besides, growing of experiment based facts and data of psychological education, doubts connected with ecological validity of psychological sciences increasing. Critical opinion spring up that research results cover a narrow sphere. Western academy science psychology (WASP) couldn't explain human behavior of different culture. Psychological science faces the danger of losing honor to research human state of mind. Methodologists state about permanent crisis state, psychological situation is complicated. As respond, we consider to improve cross – cultural psychology in our country, besides cross – cultural researches are important for management. Present international business

community clearly understands the necessity of considering national - cultural peculiarities.

### **LITERATURE**

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