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КУЛЬТУРА КАК ФАКТОР, ВЛИЯЮЩИЙ НА СОЗНАНИЕ

Nowadays, more and more people realize that it's vitally important to understand different cultures. However, the notion "culture" is still being studied by multiple scholars. So, firstly, it's essential to define the phenomenon of culture. The scholars say that it's much more than simply arts & characters; it's definitely the frame of our lives & our society. Moreover, cultures influence our values, attitudes, behavior & finally create mentality of the nation.

According to Adler "cultures, values, attitudes and behaviors influence each other" [1]. Values are factors that affect our decisions, don't need to be conscious, they can be also unconscious. The values we have are based on our culture. Attitudes express values and get us to act or to react in a certain way. And individuals and groups behavior influence the culture of the society. That's why the definition of the notion "culture" is quite simple, it's "the sum of knowledge, attitudes, and habitual behavior patterns shared and transmitted by members of a particular society" [1].

Examples are enormous. On the one hand, modern western cultures are marked by 'individuality', that means that an individual "lives for himself", "thinks of himself" and "expresses himself". On the other hand, many eastern cultures, for instance Japanese or Korean, are group-oriented. So, members of these societies tend to sacrifice themselves for the sake of the group. For example, in Japan conformity to group is so strong that one of the most popular sayings is: "The nail that sticks up gets hammered down". It means that you shouldn't do anything different from that the people around you do not do. It has no equivalent in Russian.

The next very important point is that the culture is a unique human trait. It's a vehicle of human expression that can't exist apart from human society and, likewise, no human society can live without it. It is an expression of identity that is recognized in every form of communication expressed through some particular language, literature, art etc.

It's a well known fact that some human qualities are transmitted genetically - an infant's desire for food, for example, is triggered by physiological characteristics determined within the human genetic code. An adult's specific desire for milk and cereal in the morning, on the other hand, can't be explained genetically; rather, it is a learned or so-called cultural response to morning hunger. The scholars name the culture the body of learned behaviors common to a given human society that has predictable form, content, behavior and consciousness. Many scientists like Bodley, the eminent scholar who studied cultural anthropology, and D. Williams, a well known scientist and the author of the book "Culture Wars in Brazil: The First Vargas Regime" and etc. say that the process of learning is an essential characteristic feature of any culture that means that teaching also is a crucial characteristic. The way the culture is taught and reproduced is an important component of the culture in itself. But the relationship between what is taught and what is learned is not absolute, that means that the culture exists in a constant state of change.

Definitely, while leaning foreign languages it's necessary to draw attention to traditional behavior skills in communication and, even more significant, to draw attention to nonverbal signs. Distance between speakers that limits and forms communication space is a vivid example. Usually the distance varies from country to country. In Russia short communication space and short distances between speakers are usual. As for the USA & the UK, the person can decide that it's an attempt of aggressive behavior & can consider it to be a kind of security violation.

For example, in Latin countries it is usual to stand close to each other during conversation, to touch each other (even to kiss and cuddle) and look into the eyes of the person you are speaking

to. In Arabic countries it is even considered to be offensive not to look constantly into the eyes of your interlocutor. However, in Great Britain and the USA such a behavior is thought to be improper. In European countries it is normal to shake hands with your partner or just to nod your head. These are the forms of greeting. While in eastern countries such as Japan traditionally people greet each other by making bows.

For preventing serious misunderstanding, it's necessary to know the culture not only of your native region but also the World culture. It is important not to offense the representatives of a certain country (or culture) and to create a positive image of your own country. The more we know about the culture of a certain country, the more effective communication can be. So, we should "think over people, their way of life, their habits, their manners, the very tones of their voice; look at them attentively; study their literature, the things which give them pleasure, the words and the thoughts which are the constituent elements of their minds" [2,3].

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