Summary.

Subject matter: Intercultural and cross-cultural aspect of mass communications: comparative study.

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The relevance of the study: is a research of phenomenon of mass communications, definition of items such as mass communications, communication source, denigration, mass information, it is regarded different mechanisms ensure communication efficiency in intercultural context.

The aim of the research: comparative study of mass and cross-cultural communication by way of revaluation common and distinct qualities of this type of communication.

Objectives: 1. To analyse bibliographic data devoted to a detailed study of mass communication in order to identify characteristics of the emergence and development of mass communication and the main trends in cross-cultural communication;

2. To study functions and characteristics of mass communication and to determine the mechanisms and conditions to ensure the effectiveness of mass communication in the intercultural aspect;

3. To conduct comparative analyses of intercultural and cross-cultural communication;
4. To analyze the use of manipulative techniques and strategies in the relations between Russia, Ukraine and the United States (for example, information war).

Theoretical and practical significance of the study is to analyze the main modern approaches of mass communication; defined the concept of mass communication, mass audience, the concept of mass, and the practical significance of the study is to conduct a comparative analysis of comparative and cross-cultural communications and media strategy description and manipulative techniques used in mass communications in the modern world. This study helps professionals to understand intercultural communication with different tactics and strategies that enable to avoid the difficulties encountered in the process of communication between different cultures.
Results: In the course of this work is to study the basic aspects of communication, namely mass. There were analyzed the most effective aspects. Mass communication - the dissemination of information through technical means (press, radio, television, etc.). The social nature of mass communication, which finds expression in the functions and characteristics, is it - a powerful tool to influence society in order to optimize its operations. Media satisfy the needs of citizens in obtaining socially significant information, therefore, contribute to the emergence of public opinion as a phenomenon of spiritual nature, the state of public consciousness.

Recommendations: the positive image of the company - one of the main tools of development. Important role in this process is assigned to the media, as they have unprecedented influence on public opinion, serve as a source of information and powerful information weapon that is widely used in the information war. It is necessary to pay much attention to the formation of this image, in order to adequately hold onto the world stage.