

DEVELOPMENT OF INTERCULTURAL COMMUNICATIVE COMPETENCE IN FOREIGN LANGUAGE CLASSES AT A NON- LINGUISTIC UNIVERSITY IN THE CONTEXT OF GLOBAL ENGLISH

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ABSTRACT

The increasing use of English as a language of communication raises additional questions in the course of its teaching. This article explores the need to make changes in the process of learning English, which should be reflected from the point of view of intercultural pragmatics. In the article attention is drawn to some misconceptions that may arise from an inadequate interpretation of the results of intercultural research, and it is argued that in order to establish which politeness strategies should be used in the context of global communication, the focus of intercultural research should be shifted from the study of linguistic and cultural differences to the study of linguistic and cultural similarities.

Keywords: Intercultural pragmatics, global English, intercultural communicative competence, English as a lingua franca, teaching English.