AXIOLOGICAL APPROACH IN INTERCULTURAL COMMUNICATION

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ABSTRACT

This article analyzes the role of values, ethics, and beliefs in promoting tolerance and understanding across cultural boundaries as it dives into the axiological approach to intercultural communication. The essay explores how people negotiate different value systems to foster successful communication and peaceful relationships in multicultural environments, drawing on ideas from axiology, the study of values. This paper emphasizes the significance of appreciating and respecting differences in values and beliefs to improve cross-cultural communication practices and foster inclusive and equitable dialogue among people from diverse cultural backgrounds. It does this by looking at the effects of cultural sensitivity, empathy, and ethical considerations on intercultural interactions.

Keywords: values and beliefs, systemic, intrinsic, extrinsic values, ethics and morality.

Introduction

Intercultural communication is a dynamic forum for conversation, idea sharing, and connection building among people with different cultural origins. In intercultural communication, the axiological method explores the complex relationships between ethics, values, and beliefs. As a philosophical framework, axiology provides insights into how people understand, navigate, and reconcile variations in moral, ethical, and cultural values in a variety of cultural contexts. The increasing role of group intercultural communications in modern society in order to form and improve communicative competences. (Golub, 2012; Luhmann, 1995) It is crucial to comprehend the axiological aspects of intercultural communication in order to promote mutual respect, empathy, and understanding across cultural differences. This academic scientific article aims to shed light on the significance of the axiological approach in promoting harmonious and effective cross-cultural communication, bridging cultural gaps, and fostering cross-cultural collaboration by investigating the impact of values, ethics, and beliefs on communication practices.

Values and beliefs are fundamental in determining how people perceive the world and behave. The study of values and beliefs is a subfield of axiology in philosophy, which addresses the nature of values and value judgments. Extrinsic and intrinsic values are examined, together with the standards used to assess the relative merits of various ideas and values, in the field of axiology. A distinction between values and beliefs is a fundamental idea in the field of axiology. Values are the tenets or benchmarks by which people make decisions and direct their behavior. These principles, which have a tendency to be firmly embedded, can affect how someone behaves in several spheres of their life. Contrarily, people's convictions or opinions about the world they live in are known as beliefs. Beliefs may stem from one's own experiences, from societal conventions, or from religious teachings.

Values are frequently divided into intrinsic and extrinsic categories in the context of axiology. Love, friendship, and happiness are examples of intrinsic values—values that are thought to exist on an innate level. These ideals are valued independently of other influences and for their own reason. Conversely, values that are valued for their benefits or rewards—like money, power, or fame—are known as extrinsic values. Extrinsic values can also be important to people in some circumstances, even if intrinsic values are frequently thought to be more significant and rewarding. The evaluation of values and beliefs in axiology involves assessing their worth and significance. This process can be influenced by various factors, including cultural norms, personal experiences, and philosophical perspectives. Some philosophers argue that values and beliefs should be evaluated based on their coherence with other beliefs and values, as well as their consistency with empirical evidence. Others suggest that values should be evaluated based on their ability to promote human flourishing and well-being.

Philosopher Robert S. Hartman put forth a formal theory of value in his work on axiology, which aims to offer a methodical framework for assessing values and beliefs. Three categories of value are distinguished by Hartman's theory: systemic, intrinsic, and extrinsic. Values that are appreciated for their instrumental benefits are known as extrinsic values, and values that are thought to be intrinsically good are known as intrinsic values. Hartman defined systemic values as those that are predicated on consistency and logic. So, Axiology's study of values and beliefs offers important insights into the nature of human values and the standards by which they should be judged. Researchers can learn more about the elements that influence people's perceptions and behaviors by looking at the ideas of intrinsic and extrinsic

values, as well as the standards for judging the value of beliefs and values. In the end, axiology research can assist people in making better decisions and living more satisfying lives in accordance with their values and beliefs.

Furthermore, Philosophical fundamental concepts like ethics and morality have been studied and discussed for ages. The axiological approach looks at ethics and morality from the perspective of their inherent worth and value. This method focuses on investigating values and how they affect people's actions and choices. The belief that values are universal and objective is one of the key tenets of the axiological approach to ethics and morality. This indicates that regardless of cultural or societal conventions, some values—like honesty, integrity, and compassion—are seen as being essentially good and desirable. The relativistic idea that values are arbitrary and contingent on personal convictions or cultural norms is refuted by this viewpoint.

Philosopher Robert S. Hartman contends that values are quantifiable and rankable according to their relevance and importance. The three levels of values, according to Hartman's book "The Structure of Value: Foundations of Scientific Axiology," are intrinsic, extrinsic, and systemic. As extrinsic values are formed from intrinsic values and systemic values are predicated on the link between intrinsic and extrinsic values, intrinsic values are thought to be the most fundamental and vital.

Max Scheler is another well-known axiologist who held the view that values have a transcendental aspect in addition to being objective. According to Scheler's argument in "Formalism in Ethics and Non-Formal Ethics of Values," values include a spiritual component that transcends human comprehension and reason. He thought that values were more than just ideas created by human society; they were fundamental to reality itself. Precisely, the axiological approach highlights the significance of coordinating one's actions with one's values in the context of ethics and morality. This implies that people ought to make an effort to live by their core beliefs and ideals, even if doing so means defying social conventions or their own interests. People can build a sense of integrity, authenticity, and purpose by leading values-guided lives. And the axiological approach to ethics and morality offers a unique perspective on the nature of values and their role in shaping human behavior. In Conclusion, the analysis of the axiological method in intercultural communication emphasizes how important morality, ethics, and beliefs are in forming intercultural relationships. People can manage cultural differences with respect and understanding by embracing cultural sensitivity, empathy, and ethical considerations. This promotes harmonious relationships and inclusive

communication techniques. Understanding the variety of moral viewpoints and value systems found in multicultural contexts fosters unity amidst diversity, enhances communication, and encourages respect for one another. A more inclusive and compassionate global community that recognizes and celebrates cultural diversity and mutual understanding is made possible by embracing the axiological paradigm, which also improves the effectiveness of intercultural communication.

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