

**CONCEPT OF CULTURAL IDENTITY AND ITS ROLE IN
INTERCULTURAL COMMUNICATION**

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ABSTRACT

The effectiveness of intercultural communication will be significant depends on the recognition of the existence of cultural differences, in recognition of the absolute value of cultural diversity, recognition of the right other cultures for existence, preservation and development. Recognition of that the fact that there are other cultures alongside your culture, having their own picture of the world, their values, norms of behavior, and communication, different from your culture is a prerequisite for effective intercultural communication. Intercultural communication advocates as one of the elements of the formation and transmission of cultural values and is a necessary condition for the interaction of carriers of various cultures.

KEYWORDS: *Culture, Globalization, Multiculturalism, National Identity, Spiritual Production, Integration, Problems Of Intercultural Communication, Ethno Linguistics, Cultural Identity,*

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