



DIALOGICAL SPEECH IN THE INTERCULTURAL CONTEXT OF THE SERVICE SECTOR

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ABSTRACT

Purpose: The refinement of theoretical foundations for forming professional competence among service industry professionals is currently relevant in the socio-economic landscape, especially in the context of intercultural integration of society. This study aims to analyse the significant role of dialogical communication in an intercultural context in optimising the communicative effectiveness of the service industry.

Design/Methodology/Approach: The research employed qualitative research general scientific methods of cognition, such as analysis and synthesis, induction and deduction, abstraction, and formalisation. For this purpose, scientific articles, books, reports, and other sources containing information on the labour market and professional competencies in the service sector were selected. The texts were analysed to identify significant themes and patterns that exemplify the dynamic of dialogic speech within the intercultural context of the service industry.

Findings: Dialectic communication promotes effective interaction and cooperation between cultures and contributes to developing intercultural competence and forming professional competence. However, it also faces challenges, including cultural diversity, deficiencies in intercultural competence, and language barriers.

Research Limitation/Implications: A competency-based approach to this process requires a foundation in linguistic and cultural development and advanced dialogical communication skills.

Social Implication: The primary vectors for optimising organisational management through transforming companies' intercultural communication spheres were identified.

Practical Implication: The outcomes of the study have the potential to make a significant scientific and useful contribution to enhancing intercultural comprehension and collaboration in the service sector.

Originality/ Value: This study holds significance in light of the increasing importance of intercultural communication in the contemporary service sector. Using cognitive methods to study the dynamics of dialogues in an intercultural environment is an innovative approach.

Keywords: *Communication. communicative competence. culture. dialogical. speech*



INTRODUCTION

Effective intercultural communication and dialogical speech mastery are crucial for productivity in the service industry. This sector requires high-level language skills and sufficient mastery of linguistic norms to ensure communication competence, a key indicator of professional competence, a means of transmitting information, and a method of activating business contacts. The intensification of global integration processes drives the necessity of implementing modern information and communication technologies and searching for practical tools, methods, and optimal paths and vectors to optimise intercultural communication competence in the service industry.

The problem of forming linguistic and intercultural competencies has been the subject of several contemporary scientific studies. In particular, enhancing professional dialogical speech as an integral component of professional competence is a significant research direction by several scholars (Kulinka, 2021; Martseniuk, 2020). Characteristic features of forming professional intercultural communication in the service industry are highlighted in specific works (Kolbina, 2023; Kartseva, 2021). The question of the role of the phenomenon of professional speech-communicative competence in the service industry, for which effective operation of dialogical speech skills is identified as a fundamental prerequisite for ensuring the effectiveness of professional activity, has been investigated by authors whose works are dedicated to the theoretical justification and analysis of the specifics of forming language and speech competencies in service industry workers (Kalashnik et al., 2022), studying the essence of the functionality of dialogical speech (Pisna, 2022; Lutsan, 2023), and identifying the essence of the phenomenon of intercultural communication competence (Borysova et al., 2021).

Despite significant scholarly contributions, it is essential to note that a thorough scientific analysis is required to determine the effectiveness of communication processes in the service industry. This analysis should focus on maximising the potential of dialogical speech as a primary intercultural communication tool. Furthermore, it is essential to note that redefining professional competence in the service industry involves expanding functional boundaries. It is due to the promotion of digitisation as a stimulant for integrated economic development.

Despite the significance of scientists' contributions, there is a deficiency in articulating and justifying the significance of dialogic language within the intercultural context of service. To enhance the communicative proficiency of service workers, it is imperative to broaden research and elaborate on the impact of dialogic language on this process and the specific challenges that arise in this regard.

This study aims to investigate the functionality of dialogic speech in an intercultural context while optimising the communicative efficiency of the service sector. The objectives include highlighting related challenges and identifying the effectiveness of communication for improving service professionals' intercultural and communicative competence.



THEORIES UNDERPINNING THE STUDY

Several contemporary scholars are investigating the potential of dialogical speech to optimise communication-organisational competence processes in service industry companies. They use multidisciplinary scientific approaches to identify the phenomenon's essence and relationship with the definition of 'intercultural competence.' Numerous scientific professional publications on this topic exist.

The problem of forming linguistic competence in dialogical speech is reflected in the research of several contemporary scholars (Skril, 2020; Babii, 2023). Among the array of results of scientific inquiries, it is worth highlighting works that fundamentally justify the theoretical aspects of intercultural communication competence of service industry workers (Davydchenko, 2021), elucidate the relevance of the problem of skilled workforce shortage in the service industry (Sanders & Gutiérrez-García, 2020; Collins, 2020), analyse fundamental sectoral legislative decisions and regulatory acts regulating the investigated sphere in the concept of intercultural tolerance, as well as norms and rules of professional activity (Arceneaux & Powers, 2020; Seapolelo, 2022). Scientific publications of several scholars are devoted to solving tasks related to forming practical dialogical speech skills (Wardell & Fitzgerald, 2021). At the same time, some researchers (Malik, 2023; Rezzag-Hebla & Rahal, 2022) consider a competency-based approach to enhancing the professional communication skills of service industry professionals, which is formed based on language and cultural development. They also identify dialogical speech as one of the priority areas for continuous self-improvement of professionals.

Several authors (Aririguzoh, 2022) highlight the importance of mastering professional language norms and skills to improve professionalism in the service industry and the priority of communicative competence in an intercultural context as a means and condition for shaping a professional personality. The authors' findings emphasize that the theory of intercultural adaptation recognises that adaptation and change in communication approaches may be required to interact successfully with people from other cultures. This theory emphasizes the importance of developing cultural sensitivity and the ability to adapt one's communication to the context of another culture to achieve effective understanding and cooperation.

Current models often focus on superficial interactions or one-way adaptation processes, neglecting dialogue's rich, reciprocal nature. Deep, meaningful conversations that involve active listening and genuine exchange of perspectives are crucial for true intercultural understanding and adaptation. Intercultural adaptation theories sometimes generalize across contexts without adequately accounting for specific situational variables. Dialogical speech is highly context-dependent, influenced by factors such as the particular cultures involved, the settings of interactions, and the historical relationships between the groups. More context-sensitive approaches are needed to understand how these factors shape intercultural dialogue and adaptation.

Without diminishing the significance of the scientific and practical achievements of researchers in the studied field, there is a need to intensify scientific research on the development of



practical tools for improving the functionality of dialogical speech in the intercultural space of the service industry against the backdrop of global integration trends in societal development.

MATERIALS AND METHODS

The research is based on the organisational theory paradigm, strategic management concepts, and management of professional competence in the service industry. The investigation process employed various interdisciplinary methods, including analysis and synthesis, to explore relevant theoretical concepts and scientific developments related to the functionality of dialogical speech and intercultural competence. The terminological framework was refined. The comparison was used to systematise conceptual approaches for defining fundamental concepts and criteria to select a compelling direction for transforming the intercultural competence of service industry professionals, identifying relevant risks and challenges. The structural-logical method was applied to formulate proposals for enhancing professional linguistic competence in the dialogical aspect of the intercultural communication concept. To ensure reliability, this study employs a systematic textual analysis approach. This involves the meticulous gathering, processing, and interpretation of textual data from scientific articles, books, reports, and relevant literature on labour market dynamics and professional competencies within the service sector. Through textual analysis, significant themes and patterns indicative of the dynamics of dialogic speech within the intercultural framework of the service industry are identified.

RESULTS AND DISCUSSION

Labour market dynamics are reshaping the requirements for potential service industry employees' professional competencies and personal qualities and abilities. In the context of globalisation and socio-cultural integration, there is a growing demand for highly skilled service sector professionals who possess a high level of linguistic competence in an intercultural context.

The work of service industry professionals is closely tied to effective communication and achieving successful intercultural interactions with clients. This strategy involves developing language skills. Language proficiency, as the general definition of it, involves logically carrying out linguistic activities to achieve communicative goals based on practical professional and personal skills (Sanders & Gutiérrez-García, 2020; Collins, 2020).

The differentiation of communication activities based on characteristic features positions intercultural verbal communication as the foundation of the speech strategy in professional activities within the service industry. It may exhibit signs of contact or distancing, yet dialogic speech plays a crucial role in both cases. Overall, two main communication interaction strategies are identified: communicative and content-based. The former represents a series of consecutive communicative actions taken during interaction with the addressee. The content-based strategy involves step-by-step planning and realisation of the communication process's goal (Kalashnik et al., 2022). Both styles define the essence of communication interaction and the tools required to achieve its primary objective.



Linguistic theory distinguishes between cooperative and non-cooperative strategies in verbal communication. Cooperative strategies are embodied in informative and interpretative dialogic speech, including advice, storytelling, reporting, and exchanging thoughts. Non-cooperative verbal communication, in turn, is expressed through disputes, conflicts, threats, and other harmful forms of communication interaction. The service industry relies on professional dialogic speech for cognitive-informative and motivational communication functions. These functions require lexical and phonetic competencies, dialogical skills, and adherence to etiquette and norms (Arceneaux & Powers, 2020; Seapolelo, 2022).

In the service industry, communication skills indicate a professional's expertise. Dialogic speech is considered the dominant component, requiring the development of corresponding speech abilities. Primarily, effective dialogic speech requires the ability to establish business and emotional connections, adaptability in communication, skills in capturing and maintaining initiative in communication, and the ability to steer the communication process towards practical problem-solving. The service industry professional possesses a high level of communication competence, utilising dialogic speech skills to anticipate the effectiveness of the communication process. They select appropriate intonation for communication goals and maximise their professional skills in various areas of activity within their job functions. The concept of dialogic speech is depicted in Figure 1.

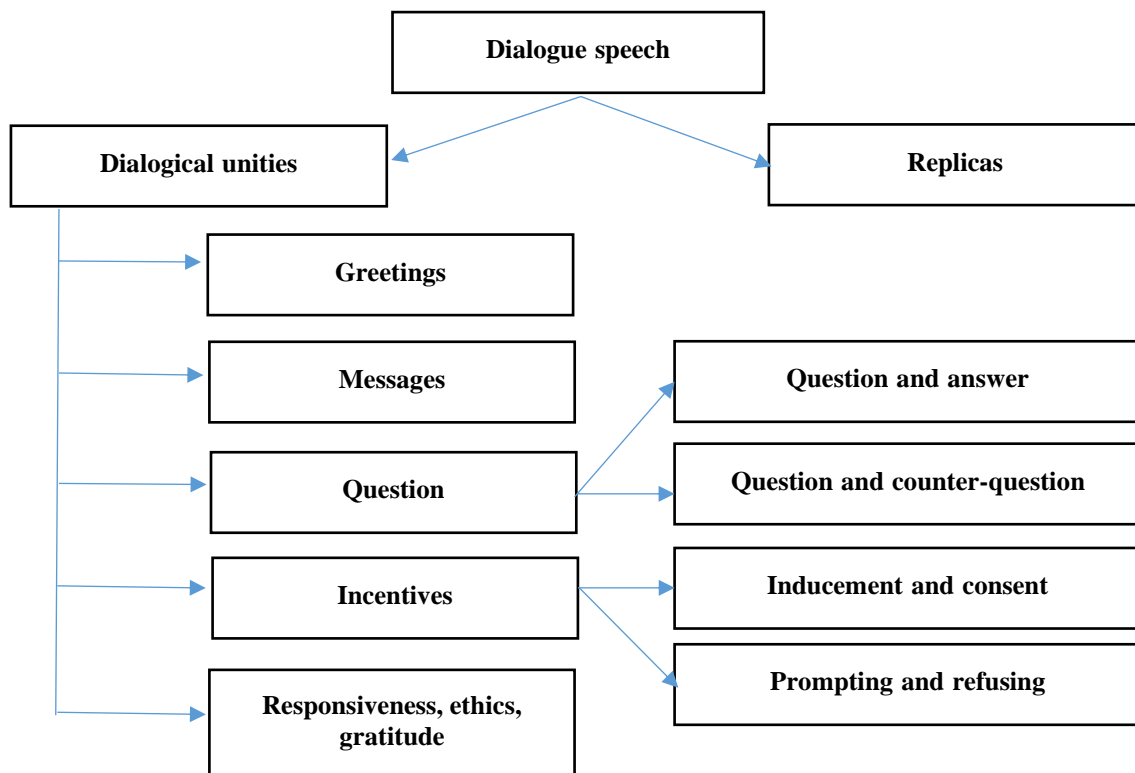


Figure 1: Algorithm of dialogic speech in the service industry

Source: The author based on Borysova et al. (2021) and Sanders & Gutiérrez-García (2020)



The definition of dialogic speech for service sector professionals in an intercultural context is determined by the perception and interpretation of the role of dialogue in shaping professional speech activity. As the service sector operates on a 'person-to-person' basis, industry professionals must possess strong communication skills, including the ability to communicate effectively with unfamiliar individuals, proficiency in language, active listening skills, and the ability to use non-verbal communication effectively. They should also be skilled in adapting their communication style to different personalities, cultures, and subcultures, resolve conflicts, and adapt quickly to changes in the professional environment. Effective dialogic speech within professional competence results from skills formed through practical communication interaction. It enables professionals to effectively utilise their linguistic toolkit to achieve communication goals determined by specific situations (Malik, 2023; Rezzag-Hebla & Rahal, 2022).

In intercultural communication, it is necessary to consider the influence of stereotypes and prejudices. The nature of interaction among individuals of a common culture is influenced by their social profile, upbringing, education, professional activity, and individual worldview. These factors can create obstacles in the process of communication. In this regard, the importance of analyzing verbal support is emphasised. A person learns a foreign language to be able to communicate, but effective communication is possible only based on a common code. Language acts as a binding element between people, but it can become a barrier that leads to culture shock in the context of inadequate intercultural communication.

In the context of intercultural communication, conflict is not perceived as a straightforward clash or rivalry between cultures, but rather as a disruption of the communication process. During communication, understandings between different groups of communicators often cause conflicts that have cultural stereotypes and archetypes as a basis. The term 'stereotype' was first used by American journalist Walter Lipman in his book "Public Opinion", which defined it as a fixed, simplified image of an object in a person's mind (Palko, 2011). Lipman identified four characteristics of stereotypes, as illustrated in Figure 2.

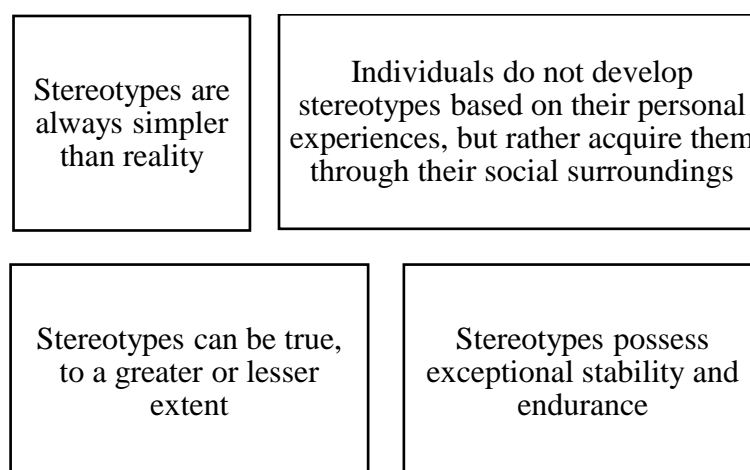


Figure 2: The various aspects of Lipman's stereotypes

Source: The author is based on Palko (2011).

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In the context of intercultural communication within the service industry, national (ethnic) stereotypes are notably prevalent and, concurrently, the most perilous. Effective intercultural communication requires the observation of tolerance, which includes the development of politeness, language etiquette, political correctness, and communication culture. The key to successful intercultural communication is patience, forbearance, and tolerance, which reflect the importance of intercultural communication. The comprehension of tolerance can be enhanced by being cognizant of its opposite, intolerance, which is founded on the belief that one's group, system of beliefs, or way of life is superior to others. Intolerance is often manifested as racism, nationalism, discrimination, exile, segregation, repression, religious persecution, and others (Manakin, 2012).

The societal trends of integration and globalisation influence the intercultural context. Intercultural communication results from the convergence of scientific and linguistic skills. Effective intercultural communication requires knowledge of commonly accepted norms of activity in social environments belonging to different national and ethnic communities (Borysova et al., 2021). Intercultural communication involves being aware of the partner's differentiation and differences in their motivations, intentions, and background knowledge.

Verbal components are crucial in dialogic speech as they carry the message's meaning. Some researchers argue that nonverbal signals make up 60%- 80% of interpersonal communication, which highlights the importance of other semiotic systems (Kalashnik et al., 2022). When different cultures interact, there may be unintentional disruptions in the communication process and conflicts due to differences in verbal and nonverbal codes. The national concept's specific symbolic system, general stereotypes, and speech etiquette features also carry significant functional weight.

Intercultural communication competence is considered a crucial prerequisite for the effective development of professional culture among service industry professionals. It involves synthesising knowledge domains, societal norms and values, and elements of behavioural reactions that define the nature of business communication. It requires adaptive practical implementation for efficient interaction (Malik, 2023; Rezzag-Hebla & Rahal, 2022). It is important to note that the risk of encountering conflict situations during intercultural dialogue is determined by forming communicative strategies in a cross-cultural context. These strategies combine traditional behavioural norms with the boundaries of acceptable communicative behaviour in the endogenous cultural environment. Communicative-cultural channels reflect the priority in the hierarchy of values, which are characterised by significant differences in cultural perspective (Skril, 2020; Babii, 2023).

There may be risks of reducing the effectiveness of dialogic speech during intercultural communication in the service industry due to significant differences in widely accepted communicative paradigms of various cultures. These differences are not limited to linguistic-behavioural concepts but also encompass variations in cultural experiences, significantly influencing the configuration of characteristic communicative attitude systems. Differences in



communicative-cultural concepts can be overcome by implementing technologies and tools to enhance participants' intercultural competence in the communication process. It can motivate their awareness of typical reactions and potential situations in a multicultural context.

Thus, dialogic speech offers several advantages in contemporary intercultural communication processes, provided that widely accepted professional communication rules and norms are observed and effectively applied in practice. Intercultural communication competence is positioned as the foundation for shaping the professional competence of service industry workers, and language skills serve as the means of its formation (Borysova et al., 2021).

The service industry's dynamic development requires adaptation to global processes transforming the socio-economic landscape of public life. This concept aims to improve professional communication and broaden socio-cultural perspectives to ensure a professional space in the service industry staffed by highly qualified personnel. There is a recognised need to establish a community of competent professionals who can effectively combine basic knowledge, skills, and practical training. They should be able to respond promptly to changes in the external environment and find the most rational ways to address complex, unforeseen situations.

Developing and enhancing an innovative prototype for a service industry professional requires the practical synthesis of theoretical language skills, competent dialogic communication skills, and practical professional experience. Given the current state of intercultural communication competence in the service industry, the issues explored clearly require in-depth study to identify ways to optimise the paradigm of dialogic communication.

Discussion

The analysis of scientific sources suggests that scholars have paid significant attention to the issue of linguistic competence and have presented various interpretations of the phenomenon. Scholars view the functionality of dialogic speech as the basis for the practical implementation of linguistic concepts and rules that shape correct linguistic constructions (Salman et al., 2020). Tanković et al. (2021) suggest that the effectiveness of dialogic speech in the service industry's intercultural aspect depends on the professional's linguistic competence. Linguistic competence reflects the level of knowledge about the principles of formulating the intended thought and is an integral component of professional competence.

According to Chaka (2020), professionals in the service industry in an integrated intercultural society should possess adaptive abilities, strategies and tactics for verbal communication while adhering to accepted etiquette norms. The scholar proposes improving intercultural communication competence among professionals in the service industry through innovative communicative optimisation. It is seen as the basis for effective transformation towards sustainable development. The scholar examines the active influence of digital capabilities on intercultural communication, which is a prerequisite for improving the quality and speed of optimisation in the economic sphere.



Amidst the integration processes in the global socio-economic space, the scientific community is actively investigating the dynamics of organisational aspects of service sector companies' functioning, particularly in digital transformation. Individual scholars (Koc, 2020) actively study the outlined scope of issues. They see the main positive consequences of applying digital communication technologies with artificial intelligence support as high speed, minimisation of the risk of data loss or unauthorised use, and savings in time resources.

According to Jiang et al. (2022), the application of artificial intelligence in the communication system of the service industry is a promising innovation. It is achieved through automated identification of potential threats and increasing the level of cybersecurity of cloud providers. Scholars emphasise that the global activation of digitisation technologies in all areas of public life, including the service sector, presents a challenge for professionals to adapt and acquire relevant skills. It is necessary to ensure the effectiveness of measures to optimise communication processes in the internal-corporate environment, focusing on responsiveness and timely management decision-making.

Several scholars (Wang & Yang, 2020) argue that the complexity of personnel adaptation to innovations and unwillingness to engage in continuous self-improvement in linguistic communication skills largely determine the problematics of organisational culture in the service sector environment. They suggest dialogic speech is a compelling direction for developing intercultural communication processes. Scholars emphasise that introducing remote forms of communication and extensive use of information and communication technologies underscore the need to transform the system of processing and presenting informative data. This transformation will undoubtedly affect dialogic speech's process, essence, and functionality.

According to Fantini (2020), developing intercultural communicative competence among service sector professionals is a complex and multi-stage process requiring significant efforts from company management and employees. The researcher argues that the primary goal of digitising the communication culture system is to achieve synergy between data masses and contacts for optimal utilisation. Achieving this goal is possible through practical algorithms. The author emphasises that this process can endow the essence of dialogic speech with new qualities, provided potential challenges such as time constraints, financial capabilities, and intellectual resources are mitigated.

Salazar (2022) states that only a few service sector companies currently incorporate innovative technologies and automated solutions into their organisational and communication culture systems. Some researchers (Hoff, 2020) believe that the demand for various forms of remote dialogic speech will steeply increase as they create opportunities for efficiently utilising a range of services in the service sector despite spatial, temporal, and physiological limitations. According to scientists' conviction, the development of digital technologies can significantly influence the adaptive dynamics of intercultural communication interaction, prompting a fundamental change in approaches to organising dialogic speech in the service sector.



At the same time, scholars (Paragae, 2023) highlight specific prerequisites for the effective digitisation of the communication system of organisational-cultural activities of service sector companies in the context of a transitional economy. These include the presence of an appropriate resource base and the readiness of process participants for dynamic changes.

CONCLUSION

In an intercultural context, dialogic speech represents the interaction of different thoughts and concepts from various cultural phenomena. Effective intercultural communication through dialogic speech allows for identifying shared value concepts and worldviews. Its successful implementation reduces cultural and social inequality, promoting tolerance and unity in intercultural communication.

The research focuses on the functionality of dialogic speech in the service sector within intercultural communication. It has been established that forming intercultural communication competence among service sector employees requires further scientific research, as proficiency in dialogic speech is a mandatory component of professional activity. It is noted that communication intercultural competence in the form of dialogic speech is the developed ability to aptly and purposefully apply speech tools to achieve communication goals.

The research analysed the factors contributing to the ineffective development of intercultural communication in the service sector. It also substantiated the advantages and challenges of dialogic speech in the investigated concept. Proposals have been made for the digital transformation of organisational communication culture in the service sector and for optimising the organisational management concept through the transformation of the intercultural communicative sphere of companies. The research results suggest that an effective communication system in the service industry is based on continuous self-improvement through dialogic speech and the constant enhancement of intercultural communication skills using modern, innovative digital tools. Creating a comprehensive model for developing intercultural speech competence among service sector professionals in the context of dialogic speech offers potential for further research.

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