ABSTRACT
This paper concerns the author is referring to the principles and methods of intercultural communication. The paper is structured in three parts. The first part of the paper contains an introduction and definition of key terms. In the second part of the paper presents the characteristics of culture and communication aspects and levels in society. Conclusions and bibliography are presented in the last part of the work.

Keywords: culture, communication, social interaction, interculturalism

INTRODUCTION TO CULTURE AND INTERCULTURAL COMMUNICATION
Each of us is the product of a society and culture, reflecting on what we see by reference to our own experience and culture, are sometimes surprised, in agreement or disagreement, admiring or criticizing the new, and event-social novelty. Globalization involves increasing contacts and more diverse between individuals coming from different cultures: cultural exchanges, tourism, the opportunity to work abroad, political meetings, studies in other countries than their own, etc. These experiences, beyond the boundaries of their own culture, intercultural experience is actually that the individual walks into a world unknown to him, living with people who adopt a different dress, speak another language, behave and think differently, faced also with different customs, beliefs and views different from his country of origin, and to communicate effectively in such a community, he must learn to deal with differences, to adjust to them, thus constituting a new personality, and namely a multicultural personality. (Şerbănescu, 2007)

As a distinct field of communication sciences and applied systematic research, intercultural communication is a relatively recent history, from the second half of the twentieth century, when the U.S. initiated studies and applications relating to contacts between Americans and individuals or groups belonging to different from the American culture. The subject of intercultural communication discipline is the most ancient times of history and civilization of mankind, when individuals and groups from different cultures interacted in various contexts and for different reasons.

If past situations and concrete acts of communication between representatives of different cultures involved a relatively small part of the world's population, today, modern and contemporary realities, circumstances and consequences of these processes of communication have increased dramatically in frequency and complexity, which could be possible due to scientific and technical progress in telecommunications, transport and, not least due to the emergence and
The evolution of "new media" of the twentieth century: radio, television, the Internet. They have made it possible that planetary multicultural society. "The Global Village", which spoke Marshall McLuhan in his writings, now the classic history of theories of communication media. Through the media of the audio-visual in particular, whose satellite broadcast covers almost the entire world today, people in the remotest parts of the world can be real time and the same moments, direct witnesses of events that occur anywhere in the world.

The word culture comes from the Latin culture, derived from the verb paints himself - has many meanings: it is specific fields, exercise, biology and human sciences. From an anthropological point of view, there are two ways to accept the definition of culture, namely:

a) all works of art created by a human community (literature, music, painting, sculpture, etc.) and, in particular, knowledge that an individual possesses in connection therewith;

b) the sum of values, norms, institutions, community-specific artifacts (lifestyle, habits, religious beliefs, way of thinking, linguistic expressions, etc.), i.e. a civilization determined, including all its forms.

Michael Howard (1989) defines culture as "the usual way in which human groups learn to organize their behavior and thinking in relation to their environment." "Intercultural Communication investigates those elements of culture that influence the utmost interaction between members two or more cultures, when individuals are in situations of interpersonal communication." (Samovar, Porter, 2003).

The author of a work practice for effective learning and intercultural communication, Kabagarama Daisy (1993) calls culture "lifestyle of a group or people," adding that "usually people who share a culture are the same race and / or ethnic origin and live in geographic proximity. "It is possible, she adds, "that people of different races and ethnic backgrounds, move away from geographic to share the same culture."

Geert Hofstede, one of the theorists of intercultural communication, represents different manifestations of culture as in fig.1:

Culture / cultures reflect human capacity to encode and communicate experiences in symbolic manner, the ability to convey symbols required by the community, for which there may be similarities between cultures, some of which may be immediately noticeable and some subtle, requiring time to be discovered and known, but also differences such as style buildings are built, attire, how to move on the road, to which we add, following discussions behaviors observed or if the inhabitants of an area geographical appreciate punctuality, generosity, friendship means to them, the attitude towards the poor, with success or money, etc.
Fig. 1 - manifestations of culture (Hofstede)
(Source: http://blogart.com/delphinebaillergeau/2004/04/manifestations-culturelles)

Edward Tylor, Primitive Culture in work published in 1871, contemporary anthropologists speaks of "a complex whole which includes knowledge, belief, art, morals, law, custom and all other skills and habits acquired by man as a member of society, "being considered, from a descriptive perspective, all the constituent elements (ethical or institutional, material or spiritual) that contribute to the organization and regulation of social life.

According to Edward Sapir's model (linguist and ethnologist American of German origin) in the 20s of last century, were taken into account not only objective but also component elements as representations, ideologies, language or communication. (Ferréol G., Juquois G., 2005)

"Intercultural communication is at the intersection of observations, data analysis, theory from relatively diverse areas - anthropology, cultural studies, psychology, sociology, communication. What gives these perspectives eclectic unit is for research: to provide a framework to facilitate communication between people who were born and live in different parts of the world through the knowledge, understanding, tolerance and appreciation of differences." (Şerbănescu, 2007).

Edward T. Hall, is the founder of intercultural communication, who first used the phrase (group of words) intercultural communication within courses held together with linguist S. prize Foreign Service Institute (Washington) for U.S. diplomats, making for study in many universities worldwide and is the subject of research for anthropologists, sociologists, psychologists or even topics discussed in the context of trainings for people living or working in those multicultural environments.
In the formation of intercultural personality is always open to new ideas and personality change, personality tolerant, flexible and adaptable to multiple and diverse relationships in the world today, with critical thinking and a spirit of observation, practical-minded, but speculative therefore aware of the many forms of personality diversity dressed.

CHARACTERISTICS OF CULTURE

The concepts of communication and culture are inseparable. Communication as a means of social interaction, is the process by which individuals of the same culture or different cultures transmit to each other messages. The whole process is influenced by the culture they belong to both transmitters and receivers. How, when, where, how, by what means communication issues are dictated by each culture. Every culture has certain characteristics:

1. Culture is not innate but learned. Learning is the most important feature of the culture. Culture is acquired through the process of "in-culturation", which involves learning by people, from the earliest ages of the initial basic things related to survival (children learn from parents how to eat, drink, walk, etc.), then later with the development of biological and social beings, learning those rules, attitudes, behaviors, etc. which are considered desirable by their own culture. Many of these people or "teachings" are illustrated by proverbs or maximum, which is the substance of any culture. They are easy to remember, is repeated so often that they become part of the system of beliefs specific a particular culture. Many of these proverbs or "teachings" are illustrated by proverbs or maximum, which is the substance of any culture. They are easy to remember, is repeated so often that they become part of the system of beliefs specific a particular culture. Samovar and Porter (2003), proposes some examples highlighting certain beliefs and values different cultures and highlighting important differences between them:

- "Order is half of life" - is a German proverb that emphasizes the value of organization and compliance;
- "You cannot do but you can be the wind to blow in the wind" - Asian proverb, which highlights the belief that people are ruled by fate to a greater extent than their own desires;
- "The mouth is silent to hear the voice of the heart" - Belgian proverb that emphasizes the value of intuition and feeling in human relations;
- "Who gets up in the morning get away" - the importance of diligence and consistency.

2. Culture is transmitted from generation to generation. For a culture in order to exist, to endure and to perpetuate the time necessary for it to send "messages" and its essential elements. Therefore, culture is a continuous process of communication, transmission of what is called cultural heritage.
3. Culture is based on symbols. Ability to create a culture of learning cultural symbols help from individual to individual, from group to group. As you know, anything can become a symbol - a gesture, a word, picture, etc. - From the moment that, by tacit agreement, social and cultural practice is given a meaning Symbolic communication, as part of social and cultural communication, helps people organize their experiences in the form of abstract categories and expressing them through verbal and nonverbal communication and other means / media, such as books, films, media media. Communicating symbols, culture and also to store is passed from one generation to another.

4. Culture is subject to change. Cultures are dynamic systems are subject to change due to permanent confrontation with information from external sources, intercultural contacts, resulting in changes in any culture. Cultures are easily adaptable and history shows how some of them were forced to alter because of the occupation wars, disasters and natural calamities. Although every culture is subject to change, the structure of primary, talking about ET Hall, resist major changes. For example, changes in fashion clothing, travel, food habits, belong to a system of values that change from one era to another, in a culture. In contrast, values such as those related to ethics and morality, the related work and leisure, religious practices, are so deeply rooted that persist from one generation to the next or over several generations.

5. Culture is ethnocentric. Ethnocentrism is a perceptual grid through which cultures interpret and judge all other cultures. It is the feeling that "we are normal, we are right" and others "are abnormal, not right" thing for any aspect of culture. Ethnocentrism is not usually intended as general culture, but is largely taught in the unconscious.

COMMUNICATION AND LEVELS OF COMMUNICATION IN SOCIETY

Human communication is in all forms of interaction and all the processes by which people share information within the company and reported to the environment with a unique and complex (with non-verbal elements such as gestures, facial expressions, posture, etc.. And also paraverbal: sounds, intonations, etc.), the heart of being human communication language. Human communication is therefore a form of social behavior acquired through learning.

In the communication process individuals translate cognitive representations, mental representations of language, language is a complex system of symbols and signs that people use for communication.

In the company operates six levels of communication are distinguished on the one hand by the specific configuration they take elements of the communication process, and on the other hand the particular way in which updates the general features of communication.
1. the intrapersonal communication - through reflective discourse, the individual communicates with himself for self-discovery. Self-consciousness (self-awareness) seen as a result of self-assessments, the reflection of oneself in speech and attitudes of others and of social comparisons that individuals make them with others, affect how individuals relate with others through communication;

2. the level of interpersonal communication - that the positions adopted individual “personal” interaction with others, having direct contact with them. Interpersonal communication is a process that evolves over a continuum, at one end stood the impersonal communication, with the social identity of the individual input data that characterizes social (membership of a particular ethnicity, etc. in a particular social group), social data which often are reduced to stereotypes, and the other end of intimate communication (very personal) that is input to the individual personal identity, individual psychological data elements that distinguish the individual group.

   In the impersonal communication ability to explain behavior is small because the two sides can make limited predictions about each other and have a reduced capacity to explain and motivate other actions and interactions are based on social rules.

   If private communication, ability to explain the behavior is high due to mutual understanding and explanation of the speakers allowing predictions of high accuracy in relation to each other and interaction rules based on individual character, resulting from direct negotiations between speakers throughout the conversation;

3. the organizational communication;

4. the public communication;

5. the mass communication;

6. the level of intercultural communication - level in which communication occurs between members of two or more cultures.

   Intercultural communication can be a particular form of interpersonal communication (when verbal interaction takes place between people from different cultures), organizational communication, public or mass. Developing intercultural communication is the result of globalization, namely economic integration, social, political, religious, cultural populations worldwide.

CONCLUSIONS

   Intercultural communication has existed since the earliest times of history and civilization of mankind, and if at first the means of communication involves a small number of people present, due to large developments and discoveries in science and technology, the evolution of media media, the Internet has made it possible to access and create social networks and links between people from all
over the world, can access information related to the culture of any people, the geographical location, climate and so on any continent.

**Multicultural and intercultural education need is necessary to reduce too large differences between individuals of different ethnicities and cultures. Certainly the cultural space of Europe of tomorrow will be one step toward multicultural education and multicultural spirit will not be difficult, as reasonably requested by reality.**

**BIBLIOGRAPHY**