

## **Intercultural Communication: The Power of the Language from the Aesthetical and Communicative Point of View**

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The basic principle of communication to deliver understandable messages is not enough. The global development results a modified product-International Communication. The Interculturality and the Language as a multi-faceting component of the Communication bring the importance of the knowledge: Body Language and Intercultural Standards (incl. regional etiquette/protocol, high- and low context languages). Various social entities (social media groups –FB, tribes, business associations, students- and ladies clubs, et cetera) use the Language as a tool for communication and identification. Question - How many Cultural – Language – Dimensions do we differentiate?

The aspect of *Aesthetics* from the communicative point of view is not a moment only of *elitism* but a conscious or sub conscious necessity in the enormous amount of verbal/written processes of network and virtual communication to make us *visible*. We select the best possible body language with the best *aesthetical* vocabulary we possess. This is *Selectivism*, a choice and training of expression. The written methods and Rhetoric with its Melody, Picture, and Gender of the Word, etc. owned by Individual or Identity group network non-stop for reputation. The ability to use the above mentioned puzzles gives power to stand up, be heard and read. One can connect entire nations with a slogan or word. This power of the Language has profound social implications in our contemporary society and individual cosmos.

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