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PROBLEMS OF OVERCOMING BARRIERS
OF INTERCULTURAL COMMUNICATION

Internationalization and globalization changes in society require the establishment of contacts at the international level, within the limits of intercultural communication. Intercultural communication is both a science and a set of skills that must be mastered during communication, since interaction with another culture requires certain knowledge and skills, focusing on the inherited and established norms of social practice of people belonging to different national and ethnic communities. The study of languages and their use as a means of international communication is impossible today without deep and versatile knowledge of the culture of the speakers of these languages, their mentality, national character, way of life, worldview, customs, traditions, etc. Only the combination of these two types of knowledge – language and culture – ensures effective and fruitful communication.

In this report, I want to reveal the types and content of barriers that arise in the process of intercultural communication, as well as ways to overcome them.

Constant contacts of representatives of different cultures cause many problems, which are due to the mismatch of norms, values, peculiarities of perception of the world of partners, which are difficult to immediately eliminate in the process of communication. Such communication problems are defined by researchers as «intercultural barriers».

In a broad sense, the concept of «barriers» means problems that arise as a result of interaction and reduce its effectiveness. Analysis of the reasons for the existence of various barriers to intercultural communication allows researchers to group them into main types.

In my opinion, it is appropriate to consider the following traditional types of communication barriers that arise in the process of intercultural interaction: language barriers; barriers of non-verbal communication; barriers caused by

the presence of stereotypes and superstitions; barriers that are associated with differences in value orientations.

Language barriers arise as a result of the use by representatives of different cultures of different models of perception of social reality with the help of symbolic systems, which are reflected in the styles of oral and written communication, as well as in the language structures used. Linguistic problems often become the first difficulties when communicating with representatives of other cultures, so they are the most memorable. Language barriers are usually divided into phonetic, stylistic, semantic barriers.

Phonetic barriers arise as a result of not distinguishing or mispronouncing sounds, as well as due to incorrect division of the main elements of language: morphemes, words, sentences. Understanding a foreign language involves the correct recognition of sounds and words. The difficulty of reproducing the sounds of a foreign language is due to historical differences in the structure of the speech apparatus of speakers of different languages.

Personally, I can recommend communicating more with native speakers, watching movies and television programs in a foreign language, because in real life you rarely meet a native speaker who speaks the «correct language», you often have to deal with dialects, various abbreviations, speech defects, the presence of excessive expressiveness or its absence, etc.

The semantic barrier arises because the interlocutors belong to different cultures or social groups. In this case, one of the participants in the conversation can use language units that are completely incomprehensible to the other, or give them a different meaning than the one the interlocutor is used to. The existence of this barrier is determined by the factor of ambiguity of words. Any word usually has more than one meaning and, depending on the context of use, can have several interpretations.

The stylistic barrier arises due to the mismatch between the style of the language and its content, as well as the mismatch between the linguistic styles of the communicators, who during interaction use specific formulations and constructions that are incomprehensible to the partner. A stylistic barrier also occurs when communicators are unable to correctly structure the transmitted information.

As for non-verbal barriers, here the difficulties of communication participants may arise when transferring symbols, their incorrect understanding by one of the partners, after which problems arise with their meaning. Non-verbal communication barriers usually include:

– visual barriers (physical features, gait, facial expression, posture and changing postures, gestures, visual contact, psychological distance);

– acoustic barriers (intonation, timbre, volume, pitch, speech pauses, etc.);

– tactile sensitivity (handshakes, pats, kisses, etc.);

–   olfactory barriers (smells).

At the same time, it should be remembered that each nation has its own interpretation of non-verbal means of communication. For example, students in Germany tap their knuckles together on the table if they liked the teacher's lecture, this is how they express their gratitude. But the sign, which in Americans means «okay» that is «good», in Germany is obscene.

Peculiarities of national and ethnic consciousness of representatives of different cultures often act as barriers to intercultural interaction. When meeting with representatives of other cultures, people usually perceive their behavior from the standpoint of their own culture. This is how ethnocultural stereotypes are gradually formed, which are generalized ideas about typical features characteristic of a certain people or its culture. While preserving the real characteristics of the group, stereotypes distort reality and give inaccurate representations of people with whom intercultural contacts take place.

The effectiveness of intercultural communication is also influenced by different value systems of its participants. The main barriers that reduce the effectiveness of interaction are the differences in cognitive systems used by representatives of different cultures. The differentiation of perception models is especially vivid when confronted with a different worldview. Awareness of the values of one's culture comes only when meeting with representatives of other cultures, when there is an interaction of different cultures and differences in their value orientations are revealed.

An important aspect of the process of overcoming communication barriers is the interactive interaction of all team members: readiness for purposeful work to overcome psychological barriers; readiness to independently find a way out of difficult situations and overcome psychological barriers. Summarizing everything said above, I want to point out the main ways to overcome intercultural barriers.

First of all, in order to be understood, it is necessary to speak clearly, take your time, make meaningful pauses, and avoid tongue twisters.

Secondly, in the process of communication, one should avoid vague, ambiguous expressions and words and not overload the message with professionalism, make sure that the style and manner of communication correspond to the situation.

Third, present and structure information in such a way that it is interconnected.

Fourth, it is important to pay attention to the non-verbal behavior of partners, develop non-verbal intelligence and expand your horizons.

Fifth, an essential factor is the awareness of one's cultural identity, as well as the peculiarities and cultural values of partners, representatives of other cultures.

To sum up, the presence and overcoming of barriers in intercultural communication determine and increase the level of intercultural and sociocultural competences of an individual, because they face the need to acquire new knowledge about the culture of partners, force them to improve their own communication skills, develop them, the ability to feel peculiarities and mentality foreign culture. Thanks to these processes, the individual becomes able to adequately predict the prospects of communication with representatives of other cultures, more effectively achieve the goals of intercultural interaction.

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ТРУДНОЩІ ПЕРЕКЛАДУ АНГЛОМОВНИХ ФРАЗЕОЛОГІЧНИХ ОДИНИЦЬ У ПОЛІТИЧНОМУ ДИСКУРСІ

Складність перекладу образної фразеології обумовлена необхідністю вирішувати, чи потрібно передавати метафоричність і обов'язково зберігати стилістичні та конотативні особливості фразеологічної одиниці (ФО), враховуючи при цьому її семантику. При неминучості