

проходили стихійно, невмотивовано, бо часто яскрава та приваблива запозичена лексема є зовсім непродуктивною в системі сучасної української мови [3, с. 15–17].

Розглянутий матеріал дозволяє зробити такі висновки:

1. Англіцизм – різновид запозичення; слово, його окреме значення, вислів тощо, які запозичені з англійської мови або перекладені з неї чи утворені за її зразком.

2. Процес запозичення іншомовних слів неоднозначно впливає на розвиток нашої мови. З одного боку, відбувається її збагачення, але, з іншого боку, витісняються власні елементи, що замінюються на слова з подібним значенням.

3. Курс на інтеграцію України в ЄС, процес глобалізації, перебудова економіки, орієнтація на країни Заходу спричинили тісну культурну, політичну та соціально-економічну взаємодію українського народу з народами світу, яка не могла не відбитися на мовному рівні, тому кількість англіцизмів сьогодні дуже швидко зростає.

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**Zapotichna R. A.**

*PhD in Economics,*

*Assistant Professor at the Department of Foreign Languages and Culture  
of Professional Communication,*

*Lviv State University of Internal Affairs*

### **INTERCULTURAL COMMUNICATION'S ROLE IN INTERNATIONAL ECONOMIC RELATIONS**

Being one of the more recent concepts in the study of culture and communication, intercultural communication aims to recognize, comprehend, and accommodate the differences in communication between various cultural groups.

The global business environment of the twenty-first century is growing and piquing the interest of both developed and emerging countries. It is crucial that participating nations and their organizations understand and value one another's cultural differences in order to ensure growth and sustainability in international business as nations around the world become more interdependent and interconnected due to the global market and diverse consumer needs. According to recent studies, there are three key reasons why some multinational business initiatives fail: a lack of intercultural competency and abilities, a failure to communicate effectively on a global scale, and a disregard for proper business etiquette. Therefore, firms from various nations must recognize the benefit of comprehending their counterparts' cultures and beliefs as well as cultivate intercultural communication awareness and etiquette.

International trade is a byproduct of globalization, which is crucially fueled by economic interdependence and technological advancements. But a country's inability to comprehend the proper business etiquette, cultures, and values needed to conduct business across nations of the world will hinder the success of global business enterprises. An understanding of cultural differences and intercultural communication skills, as noted by a number of authors, will not only help businesses close the communication gap between nations taking part in international trade negotiations, but will also empower multinational and multicultural managers to manage cultural differences more skillfully. In order to build long-lasting strategic relationships and alliances, it is crucial that nations engaged in international business take the time to learn, understand, and appreciate the various ethical habits and appropriate etiquette for conducting business transactions because communication is culture-bound and culture-specific. Expanded business operations, intercultural competence, multicultural sensitivity, and a global mindset will all be crucial for the success of international business practices, transactions, and negotiations among participating nations in the twenty-first century, given the benefits and challenges of globalization [2].

All nations are continually looking for new avenues for economic development in order to follow the inevitable trend of economic globalization. We actively travel overseas in order to forge commercial ties with other nations in international trade, serving two purposes: first, to free domestic businesses from the constraints of the local market and open up to the outside world, and second, to showcase China's rich cultural heritage. In order to conduct business internationally, individuals from various cultural origins and with various values must coexist. Modern businesses must begin the process of cross-cultural communication by considering the beliefs and actions of individuals from various cultural backgrounds in order to improve cross-cultural business communication and establish the groundwork for international economic relations.

In order to avoid potential misunderstandings and to have a deeper understanding of some aspects of various cultures, it is crucial to be aware of the values of other cultures and, consequently, of other ways of communicating. Because everyone has a unique identity, it is important to practice cross-cultural communication because someone from one culture may not necessarily have the same notions about time, death, or identity as someone from another. The first is a national identity, which is comprised of one's last name, first name, citizenship, and activities, ideas, and life experiences. The second is a «personal» identity.

The foundation of the dispute in international business and economic exchanges is the linguistic and cultural disparity. Beginning trade discussions with foreign businesses requires significant preparation of negotiation topic and an effort to remove obstacles posed by linguistic and cultural differences. to avoid conflict throughout the communication process, it is important to have a basic awareness of the cultural background and communication preferences of the other side.

The term «behavioral competency» in cross-cultural corporate communication primarily refers to the capacity to create and comprehend the speech acts of various discourses. Intercultural business communication is a fundamental component of international trade, which is always carried out by individuals. Establishing positive cooperative relationships is the cornerstone of effective corporate communication. At the same time, the goal of communication defines and necessitates various forms of relational competency, and these variations frequently present barriers to intercultural corporate communicators in their communication efforts. Because it controls how discourse and language are used and serves as a significant moderating influence in business communication, relational competency is particularly crucial for intercultural business communication.

As a result, in the new period of economic globalization and integration, there are ever stricter requirements for intercultural business communication ability, and business competence plays a crucial role that cannot be disregarded. Business competence is the capacity to negotiate and reach agreements with counterparts from other cultures, including the knowledge of various perspectives on contracts and the ability to identify the key decision-makers. Under the presumption of obtaining adequate cross-cultural knowledge and business experience, this necessitates fluency in international business trade as well as strong intercultural management, administration, and operation skills.

The corporation also needs to be knowledgeable about pertinent laws and regulations, be able to apply them to practical issues, safeguard their legal rights and interests, and aggressively and successfully advocate for expanded rights while carrying out related tasks. In order to identify certain dynamic aspects and cross-cultural business prospects in good time, it is crucial to have

a broad international viewpoint. It is also important to actively understand market trends in order to make strategic adjustments in good time [1, p. 221].

In conclusion, the international economic environment of the twenty-first century is growing and piquing the interest of both industrialized and emerging nations. It is crucial that participating nations and their organizations understand and value one another's cultural differences in order to ensure growth and sustainability in international business as nations around the world become more interdependent and interconnected due to the global market and diverse consumer needs.

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### **Кириченко О. А.**

*доктор юридичних наук, професор,  
завідувач кафедри права факультету економіки і права,  
Міжнародний класичний університет імені Пилипа Орлика*

### **Бондаренко І. В.**

*здобувачка вищої освіти за першим (бакалаврським) рівнем  
за спеціальністю 061 Журналістика,  
Міжнародний класичний університет імені Пилипа Орлика*

## **ЗНАЧЕННЯ ІННОВАЦІЙНОГО РОЗУМІННЯ СУТНОСТІ, СПІВВІДНОШЕННЯ ТА МЕЖ ЛЕГІТИМНОГО ОПРИЛЮДНЕННЯ ВІДОМОСТЕЙ ДЛЯ ЮРИДИЧНОЇ ЧИ ЖУРНАЛІСТСЬКОЇ МОВНОЇ КОМУНІКАЦІЇ В КОНТЕКСТІ ГЛОБАЛІЗАЦІЙНОГО ЄВРОІНТЕГРАЦІЙНОГО ДІАЛОГУ**

Запропоноване у низці публікацій [1, с. 38-42; 2, с. 241-253; та ін.] інноваційне розуміння сутності, співвідношення і меж легітимного оприлюднення відомостей у контексті юридичного чи журналістського розслідування або у публічній дискусії має дуже велике законодавче та інше прикладне значення у мовній комунікації в контексті