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UKRAINE ON THE WAY TO EUROPEAN INTEGRATION: A CULTURAL DIMENSION

The concept of cross-cultural communication is a topic that often remains a mystery. Cross-cultural communication is communication that occurs in conditions so different from culturally determined traditions in the participants' communicative competence that these differences significantly affect the success or failure of a communicative event.

Cross-cultural communication is characterized by the fact that participants in direct contact use specific language variants and discursive strategies that differ from those that they use to communicate in their own culture. Sometimes cross-cultural communication is also called cross-cultural communication, because it describes the phenomena of cross-cultural, mutual communication of representatives of different cultures.

The interaction of cultures and cross-cultural communication as its main result is actively considered today almost every day. The concept of intercultural communication originated in the middle of the twentieth century and is associated with the names of such scientists as E. Hall, K. Klahon, A. Kreber, G. Porter, D. Trager, L. Samovar. Intercultural communication as a scientific discipline emerged in 1954 [2].

The processes of intercultural communication in Ukrainian society are directly related to the processes of European integration. In this context, the information reveals the main provisions of regional economic integration, including its legal aspects, historical stages of European integration, sectoral policy of the European Union, relations between Ukraine and the EU, as well

as the processes of expanding European integration. In addition to the above-mentioned normative legal acts, there are a number of scientific articles devoted to the issues of European integration for students of higher educational institutions, which introduce the course of European integration into the overall educational process.

During the founding of the European Union, it was noted that multilingualism and linguistic equality of all its members is one of the fundamental principles of the practical existence of the organization. It is for this reason that linguistic and cultural diversity gives the EU a special character and that the process of European integration is accompanied by constant interaction of representatives of different languages and cultures. Thus, cultural and linguistic aspects of interaction between Ukrainian and European Society are very important in the context of European integration, and their course is influenced by external and internal factors that can contribute to increasing or decreasing the effectiveness of intercultural communication in Ukrainian society [2].

Successful interethnic communication L. Pochebbut psychological readiness has three bases:

1. cognitive foundation
2. behavioral basis
3. emotional foundation

Ukraine's path to integration into the European Union is a natural consequence of the fact that our state has become independent. The origins of Ukraine's European integration are the history of our people and awareness of the right to live in a democratic, economically developed, socially oriented country. The state and the people are doing everything possible to join the community of developed European countries today, which is the dominant domestic and foreign state policy. Ukraine has already demonstrated its ability to make a significant contribution to the stability and security of the European Space. This is evidenced by the resistance of the Ukrainian people to a full-scale invasion of Ukraine. Ukraine enjoys significant support from the EU and a number of friendly countries that have already joined the EU [1]. The state should make full use of the experience of European integration member states. It is important for Ukraine to provide advisory, methodological, technical and other assistance to EU member states, Given the scale of the necessary transformations.

The European Union at the Ukrainian borders objectively strengthens the influence of the European community on Ukraine, modernizes cooperation with new members of the Union. Strategically, this process can be considered positive-contributing to the implementation of European standards in Ukraine, expanding the scope of cooperation with the European Union [3]. Together

with the European Union, it is necessary not only to find mutually acceptable mechanisms, but also those that will be able to maintain and develop dynamics in bilateral trade, economic, cultural and political relations.

Cultural cooperation between the EU and Ukraine is currently carried out within the framework of the EU Creative Europe Program.

Creative Europe is a framework program of the European Commission for support and beyond. It also establishes the competitiveness of the European cultural, creative and audiovisual sectors. What is important is the program also about preserving, developing and promoting the cultural and linguistic diversity of European countries [6].

Since Russia's full-scale war against Ukraine began, the European Commission has been looking for flexible tools to support the Ukrainian cultural and creative sectors. In particular, the Creative Europe project has opened up the possibility of providing financial support to Ukrainian organizations and cultural initiatives. The European program of mobility of artists and cultural figures, which is also open to the people of Ukraine. The EU will allocate 21 million euros for such projects over the next three years. In addition, the European House program covers projects and contacts between small cultural organizations at the local level – an additional budget of 12 million euros has been laid down to help them [4].

In addition, according to EU representatives, to protect the cultural heritage of Ukraine in an emergency, the EU will use other methods of financial assistance. For example, there are EU civil protection mechanisms. For the first time in its History, Ukraine has turned to this EU mechanism for the protection of cultural heritage. In response, Italy, Germany and Norway provided equipment and practical assistance to protect the cultural heritage of Ukraine [5].

It should be remembered that after the start of a full – scale invasion of Ukraine in February 2022, the Russian invaders began to strike and destroy objects of educational and cultural heritage-schools, universities, museums, libraries. In this way, they demonstrated their task to destroy the culture, language and other signs of the cultural identity of Ukrainians, which is the basis of Ukraine's resistance to Russian aggression.

Therefore, today, when we are faced with the problem of self-identification in a multicultural society, when globalization has reached us in full, the Ukrainian state should strengthen its role in supporting the sphere of national culture. Strengthening cultural ties should become a powerful factor in the fight against attempts to create new dividing borders in Europe, to create a comprehensive picture of Ukraine as a state that respects the historical traditions of national culture, and at the same time dynamic cultural life develops in conditions of diversity, cultural and linguistic pluralism.

Ukraine has a great chance not only to join the European family, but also to become an ideological leader. After all, after the victory, Ukrainian culture is advancing, and the Ukrainian people are increasingly ready to respect the EU values and implement them in their own lives.

Conclusion: Having considered the question «Ukraine on the way to European integration: a cultural dimension», we can conclude that since 1998, when the partnership agreement between Ukraine and the European Union was adopted, our country has started its path to European integration.

This process has been going on for more than 20 years and includes many areas. Among which there is a cultural direction. As for culture, we see that recently we have been increasingly moving away from the influence of Eastern culture and moving in a European direction. This can be seen in various fields: cinema, music, theater, art, etc. it should also be noted that culture is not only the fruit of artists' activities, but also the level of development of the nation. Cultural integration consists not only in big things, but also in small ones, for example: sorting garbage, banning alcohol consumption in public places, etc.

In addition, in order to implement cultural integration, the development of the English language is increasingly underway in our country. There are good schools and teachers here, so that children can learn about European values. Now we are on the way to integrating not only European culture, but also our own into the European one. Therefore, it is important to develop cultural cooperation with European countries and move forward through integration.

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НАЦІОНАЛЬНІ МЕНШИНИ В УКРАЇНІ В УМОВАХ ПОВНОМАСШТАБНОЇ РОСІЙСЬКО-УКРАЇНСЬКОЇ ВІЙНИ

24 лютого 2022 р. розпочалося повномасштабне вторгнення військ РФ на територію України, назване агресором «спеціальною військовою операцією». Головна мета якої, за висловом В. Путіна, – «захистити людей, які зазнали знущань і геноциду з боку київського режиму протягом останніх восьми років. І для цього ми будемо прагнути до демілітаризації та денацифікації України» [1]. В цій політиці активно використовувалося національне питання, передусім, захист «єдинокровних братів», які зазнають утисків з боку «київської хунти», а також представників інших національностей, які не бажають миритися «з пануванням неонацизму та кривавих злочинів», з заборонаю розмовляти, навчатися рідною мовою тощо [4].

За даними останнього перепису (2001 р.) в Україні проживає понад 1 млн осіб з-поміж національних меншин, що є представниками майже 130 національностей. Хоча у світлі останніх подій активно розвінчується міф про багатостітнічність України. Наприклад, В. Борисенко виділяє, окрім 37,6 млн (77,8%) українців, представників ще 15 етнічних спільнот: росіяни – 8,3 млн. (17,3%), білоруси – 275, 8 тис. (0,6%), молдавани – 258, 6 тис. (0,5%), болгары – 204,6 тис. (0,4%), угорці – 156,6 тис. (0,3%), румуни – 151 тис. (0,3%), поляки – 144,1 тис. (0,3%). Решта становлять 0,2–0,1%, що, на думку дослідниці, є нечисленними