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INTERCULTURAL COMMUNICATION IN THE PROCESS OF EUROPEAN INTEGRATION

Communication is one of the most important components of human life. In a broad sense, this concept covers much more than just the exchange of information between people. It includes channels of means of information transmission, where machines, devices, artificial intelligence, computer networks and programs, cultural signs, space realities, etc. are involved.

In a narrow sense, communication is the main way of human communication, the most active form of human life. This is an obvious and at the same time latent process of establishing different types of relations between individual speakers, groups of people and entire nations. In addition to verbal language, communication is carried out by non-verbal means

accompanying or replacing ordinary language in communication. Also, communication is considered as a separate mode (level) of language existence along with language as a system of language elements and rules and speech as a process of speaking and understanding.

With the growth of globalization changes, the spread of international contacts, the internationalization of society as a whole, the nature of communication has also changed. Establishing business and friendly contacts with representatives of other countries presupposes knowledge of foreign languages. However, this is not enough, since ignorance of their ethnic and cultural characteristics is a serious obstacle in communicating with foreigners.

In a broad sense, culture is a set of material and spiritual values, in a narrow sense, it is the level of spiritual life of people.

Culture is 1) a set of material and spiritual values created by human society, characterizing a certain level of development of society; 2) interpretative model of the human world socialized in certain conditions; 3) a holistic historical phenomenon, a local civilization that arose on the basis of a territorial, ethnic, linguistic, political, economic, and psychological community.

Cultural models of behavior are artificially instilled in a person in the process of upbringing in a certain social environment. She begins to act, evaluate reality, albeit in her own way, but in general within the framework of the cultural program «recorded» in the subconscious, which unites the community. Communication is the most important part of such a program, which penetrates so deeply into everyday life that a person does not notice how he adheres to the «programmed» norms and rules of communication and behavior. However, their violation leads to misunderstanding, surprise, cultural shock.

Intercultural communication explores ways to avoid cultural misunderstandings in communication with foreigners.

Communication (lat. *communicatio* – to make common) is the mode of existence of a manifest language (along with language and speech); communication by means of verbal and non-verbal means for the purpose of transmitting and receiving information.

Communication and communication in the sense of the mode of verbal existence are synonymous (identical) concepts. If communication is considered in a broad sense as the exchange of information by any means of a common system of symbols and codes, then verbal and non-verbal communication will be one of the components of communication.

Despite the constant changes in society, the nature of the essence of human communication remains unchanged: the exchange of thoughts, information and the achievement of mutual understanding, harmony of relations in all

spheres and at all levels of human existence. However, the forms, methods and methods of human communication are constantly changing.

Intercultural communication (MC) is a science that studies the peculiarities of verbal and non-verbal communication of people belonging to different national, linguistic, and cultural communities.

The object of intercultural communication is the communication of representatives of different national and linguistic and cultural communities, and the subject is language stereotypes and norms of behavior accepted in national communities, communication, certain «cultural scenarios» of various actions, established models of perception and evaluation of objects and phenomena, socially standardized habits, traditions, rituals, permissions, prohibitions, etc.

Among all the possible means of communication that humanity has created, the main one is language, for which the communicative function is defining. Therefore, the focus of intercultural communication is always speech, which reflects the key features of the human personality and the entire national-cultural community.

Knowledge of the language of another people is an essential component of intercultural communication and the first step towards establishing successful communication between representatives of different nations and cultures. A tactless for a certain culture appeal to a person due to ignorance of language features can make communication impossible even before it begins. Ignorance in the system of metaphorical and symbolic meanings leads to a variety of interpretations and linguistic comparisons, which are so rich in linguistic pictures of the world. The erroneous use of interlingual homonyms entails misunderstandings, comic situations, and sometimes conflicts.

However, language proficiency and language proficiency are not identical. Language proficiency, that is, the ability to speak and understand freely, to think with the help of language, is a natural phenomenon, a universal property that a person is accustomed to from childhood and to a greater extent does it automatically, on the verge of conscious and subconscious. Knowledge of a language is already a completely conscious perception of a language as a treasury of certain knowledge about a person and the world, captured in vocabulary, phraseology, grammar, and other ways of speech expression. Conscious and deep knowledge about a language or language appears most often in the process of comparison. «Who does not know foreign languages,» wrote I.-V. Goethe, has no idea about his own. Knowledge of languages in this sense serves as the primary source of knowledge about the national and cultural characteristics of different peoples, forms intercultural competence, without which it is impossible to achieve mutual respect and understanding.

The task of intercultural communication is the formation of intercultural competence, the necessary knowledge about different peoples and cultures in order to avoid interethnic and intercultural conflicts and establish comfortable conditions for communication in various fields and life situations.

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МОВНИЙ БАР'ЄР ПІД ЧАС НАВЧАННЯ ЗА КОРДОНОМ: ПРИЧИНИ ТА НАСЛІДКИ

Після початку повномасштабних воєнних дій в Україні багато сімей змушені буди покинути територію країни задля безпеки та збереження головного «багатства» – дітей, які в майбутньому стануть носіями української мови, української культури та пам'яті про своїх предків. Наразі питання виживання стало чи не найголовнішим, але, опинившись за кордоном, українці, не лише діти, а й дорослі, зіткнулися з проблемою так званого мовного бар'єру, який став на шляху до необхідної соціалізації й певної адаптації та пристосування до умов тимчасового перебування на території іншої країни.

Як відомо, освітній процес має бути постійним та безперервним. Існує думка, що людина повинна саморозвиватися та самовдосконалюватися, а також займатися власною самоосвітою протягом всього життя. Для цього необхідні комфортні умови перебування, а також можливість доступу до джерел інформації. Більш того, потрібна постійна соціалізація, тобто контакт з оточуючими для максимально ефективного розвитку особистості. Але всі ці дії неможливі без володіння основним інструментом, яким є мова.

На жаль, наразі багато українців перебувають у різних країнах, де державні мови також є різними, а саме в Польщі, Угорщині, Румунії, Чехії, Болгарії, Швеції, Німеччині, Італії, Франції, Туреччині. Як видно