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NEW TRADITIONS OR DEHUMANIZED SOCIETY

The chosen object is communication culture in Ukraine in its verbal and nonverbal representations. The aim is to reflect degradation of the formerly model human relations appraised in the whole world. Methods applied were the in-vivo communication observation, its sociolinguistic analysis, comparison with the human norms and conclusions.

Historically two cultures existed in the whole world – those of the rich and of the poor and the difference between them reminded abyss. The rich despised and ridiculed the poor. The rich had power bought or won and the poor were too timid in the severe competition with the rich.

It is truth that the social defines the national, so playing the national card we should not forget about the social burden of influence produced by the rich. The result is observed around us in brutal behavior with women, rude words, silence in answer to the question, standing across the way, in the doors, unclean toilet behavior, etc. It seems as if communication traditions – good will, politeness, care, honesty, modesty have never existed in society. Immoral upbringing, never corrected by education, unfriendly attitude, violence, pornography became the weapons in enslaving the Slavic nations.

At the same time the suppressed Slavs are rare in mental professions, practically absent among businessmen, politicians, and professors. The former ethnic slaves were disappearing in mixing. There is nothing to do about restoring them under the immense propaganda and psychological press they experience. Their remnants are afraid to communicate with their nation, and even think against their new relatives, and the mixed population is felt free of all traditions, morals and obligations to other people, egotism became the modern moral drawn from the wild feudal times.

Absence of thinking, dependence on the rich and powerful annihilates nations, their suppressed talents and universal moral values and traditions. What is left are national attributes – language, objects, embroidery, rituals, despised by the coming generations devoid of behavior, honesty, consciousness and respect for other nations.

Egotistic traditions are revealed in phraseology: in the opposition «we and they», «he who's not with us is against us»; «you will not ride us – where you mount, there you dismount»; «he is guilty who obeys», etc.

Bad example is contagious. It seems that people destroying national culture are generously paid for annihilation of everything human, reminding of betrayals and provocations. Forbidding Russian language is provocation playing for the Russian aggressors. Another disgraceful proposal is the official stamp of low quality on the children born to keep their mothers. Can the aim to retain a husband be better reason for births? Human people know what to proclaim and what to say in whisper. To sum up to win the war of independence we must fight for the souls, moral values and human behavior.

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LANGUAGE AND INTERCULTURAL COMMUNICATION

This is the first study guide in Ukraine, in which the basic concepts of intercultural communication – a leading interdisciplinary field of knowledge and one of the most popular academic subjects in universities around the world – are outlined at the level of modern achievements [1].

Special attention is paid to intercultural differences, which are reflected in different linguistic pictures of the world. Ukrainian and English were chosen as the main linguistic cultures of comparison. A wide range of other languages and cultures widespread in the world are also involved, which are examined through the prism of the Ukrainian national worldview [1].

A relaxed accessible style, a variety of interesting examples, a system of tasks and questions, a short glossary of terms will contribute to better learning of the material [3].

For students of higher educational institutions of various specialties (foreign languages, social communications, management, international relations, tourism, social psychology, history, cultural studies, etc.), all who need knowledge and practical improvement in the field of intercultural and international contacts [2].