

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].

The world is constantly changing, and so are we, adapting our lives to modern standards of education, work, recreation, and simply being. Communication permeates all types of human activity and is one of the most important components of human life. This was well understood in antiquity, paying special attention to the art of communication, discussions, and rhetoric. «Speak so I can see you» is one of the postulates attributed to Socrates.

The essence of human communication does not change. It is an exchange of ideas and information with the ultimate goal of achieving mutual understanding, harmony of relations in all spheres and at all levels of our existence, from interpersonal to international relations [1].

However, the forms, means and methods of human communication are constantly changing. In a relatively short historical time, humanity has gone from horse mail, which was used as early as the 19th century, to telecommunications, mobile communications, and the Internet. The era of globalization has begun [2].

With the progress of globalization, the spread of international contacts and the globalization of society in general, the ways of our communication are also changing.

Establishing business and friendly contacts with foreigners is a common phenomenon today. Therefore, the need to learn foreign languages is growing rapidly in various countries of the world. Knowing a foreign language is great, but it is not enough, as evidenced by the practice of international and international communication. This is an area that significantly expands our knowledge about the cultures and peoples inhabiting our planet, studies the peculiarities of their communication, establishes business and friendly relations between them [1].

Who needs this discipline? To everyone who in one way or another has (plans to have) dealings with foreigners, who wants to achieve the necessary professional and personal contacts with speakers of other languages, cultures, religions, that is, with people who perceive the world and their life in the world differently than we do. The areas of application of knowledge of intercultural communication are endless: from diplomatic activities, learning foreign languages, international exchanges and international cooperation to migration and military operations. I would like the latter to remain outside the scope of human activity [3].

All people who have a common way of thinking, the same capabilities of perception, etc., how little they differ from each other.

Ignorance of interethnic and intercultural differences can become a serious professional obstacle. It is not by chance that intercultural competence has become a requirement not only for diplomats, journalists, foreign language specialists, but al

So for representatives of many other professions. Typical, for example, is the announcement of a competition for the position of top managers with the requirement of knowledge in intercultural communication and skills in cross-cultural perception. Even in ordinary tourist trips, which are now open to everyone, information about the peculiarities of speech etiquette, customs, behavior, ethical values and other national-ethnic features of different peoples becomes important and necessary [1].

This is where the greatest danger lies: it is difficult to convince a person that he lives with distorted ideas about the world in the eyes of other people. It is like the movement of different planets in the coordinates of certain orbits, but within the same system. The collision of planets is an exception that leads to catastrophes. The clash of cultures is an everyday occurrence, and avoiding disasters depends on the people themselves [2].

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THE ROLE OF AN INTERPRETER IN CROSS-CULTURAL COMMUNICATION

The development of world civilization at the current stage has led to the growth of communication and, first of all, language communication.