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**Вузівська студентська наукова конференція з
іноземної мови**

**РОЗВИТОК СУЧАСНОГО
ГЛОБАЛІЗОВАНОГО СУСПІЛЬСТВА:
ЕКОНОМІЧНІ, ПРАВОВІ,
ЛІНГВІСТИЧНІ АСПЕКТИ**

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Видавець і виготовлювач
Київський національний торговельно-економічний університет
вул. Кіото, 19, м. Київ-156, Україна, 02156
E-mail: knteu@knteu.kiev.ua

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Секція 1 Глобалізаційні процеси в сучасному світі

GLOBALIZATION PROCESSES IN UKRAINE

Андрієшин Ірина

Globalization – is the spread of products, technology, information, and jobs across national borders and cultures. In economic terms, it describes an inter-dependence of nations around the globe fostered through free trade.

Globalization nowadays is one of the main trends in the development of the modern world, it affects the economic life of all countries including Ukraine.

Economic globalization is carried out in several directions: globalization of production, globalization of trade and financial globalization.

As for Ukraine, it's role in globalization is determined by special contemporary relevance.

Firstly, because at the current phase of globalization of the world civilization different countries, to some extent, are undergoing transformations in all spheres of human life.

Secondly, at the beginning of the 21st century, Ukraine was faced with a number of economic, political, social and cultural problems, including socio-anthropological, socio-economic and socio-cultural ones.

Thirdly, comprehensive integration and information and communication revolution that create objective preconditions both for unification of humanity and for its separation are determining the direction of globalization shifts.

Trade is the strongest side of Ukraine, but mainly it sells raw materials and semi-finished goods, but it would be better to produce finished high-tech product.

The most valuable Ukrainian exported goods are crude sunflower-seed or sunflower oil (\$3.9 billion), wheat (\$2.8 billion) then iron ores and concentrates (\$2.6 billion).

Ukraine has exported more than 20.6 million tons of grain crops since the beginning of the marketing year (July 2018 through June 2019), including over 9.7 million tons of wheat, according to the press service of the State Service of Ukraine for Food Safety and Consumer Protection.

The future of Ukraine may be based on innovative economic policies.

Globalization points the need of the Government of Ukraine to implement economic reforms, in particular, to change the structure of production, to review the existing and potential internal threats to national

security; to develop measures aiming at achieving the necessary parameters of economic development and environmental conditions; to identify the characteristics of national economy and environment being adequate to the national security level required and providing sustainable development, to improve the living standards, to properly mobilize domestic resources, increase the stability of the banking system to meet the crisis and reduce the percentage of tax for enterprises.

At the same time, globalization acts as a switch to a policy of supranational institutions such as UN, NATO, "Big Eight", World Bank and WTO.

The impact of globalization processes on Ukraine's economy is dual, positive ones can be:

- reduction of expenses for foreign economic transactions,
- the opportunity to take an active part in discussing the regimes of regulation of international economic relations,
- ensuing the investment attractiveness of Ukraine for foreign investors through joining the generally accepted regulatory norms in the world,
- the possibility of Ukraine joining international cooperation projects.

But there are also negative consequences of globalization:

- the domination of economically developed countries,
- inhibition of the development of certain sectors of the national economy that are not always ready for full international competition, the replacement of their imports,
- social inequality in comparison with economically successful countries.

And what about starting a business in Ukraine?

International investors have estimated basic preconditions of making business in the country. According to the business index among 155 countries Ukraine occupies 124 places. Such conditions badly affect the Ukrainian economy.

It is dangerous to join the globalization without the presence of highly skilled personnel who can work in foreign markets.

If Ukraine will participate in most free trade areas, the process of economic globalization is going to be easier and faster for it.

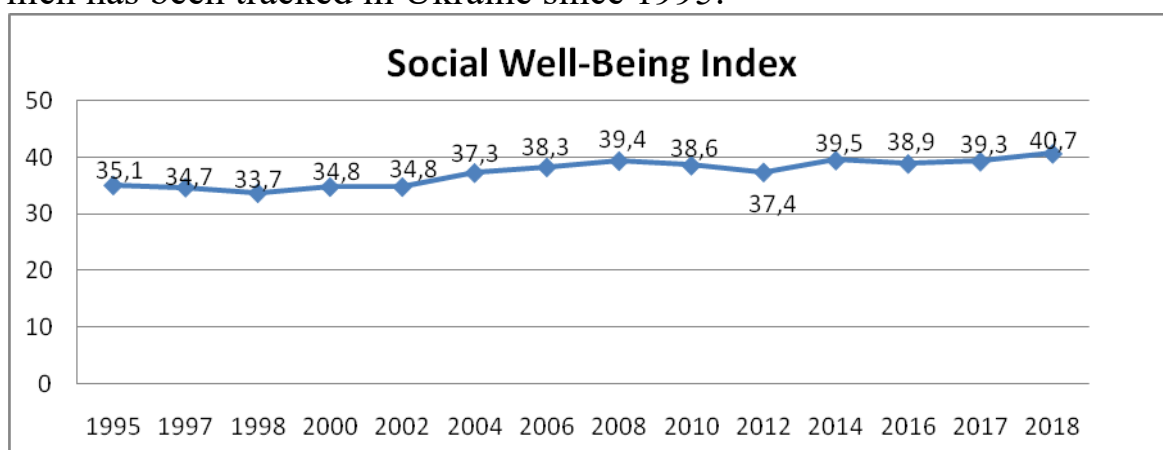
DEVELOPMENT OF THE PUBLIC OPINION AMONG UKRAINIANS IN THE CONTEXT OF GLOBALIZATION

Вакаренко Анастасія

No doubt globalization processes influence the perception of the world of every individual. With globalization comes the ability to analyze and compare the state of the native country with others. And this has certainly made an impact on the Ukrainians. Several studies show that the level of dissatisfaction is very high among us. Last year 70% were certain that things are moving in the wrong direction in our country and only 18% of them thought that things were generally going well.

Such pessimistic views can be very useful for the politicians as they can criticize incumbents and insist that it is now time for a change. And this psychological trick is actually working. But is the situation really as critical as we think it is? What is the background of such dissatisfaction?

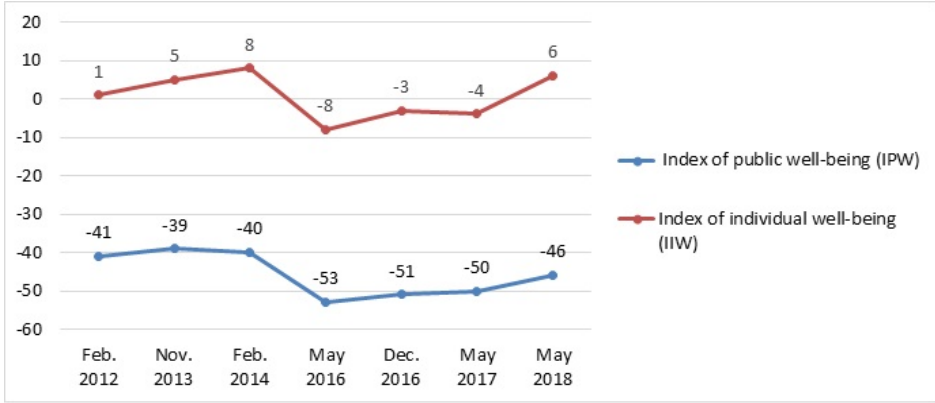
Let's take a deeper look at the dynamics of the public mood. The first indicator that should be taken into account is Social Well-Being Index, which has been tracked in Ukraine since 1995.



As we can see the worst level, 33.7, was recorded during the first big financial crisis in 1998. Another fall can be seen in 2013 which is also connected with Revolution of Dignity. But then despite war, inflation and political instability in 2016, the Social Well-Being Index dipped a bit, and later began to rise again. In fact, 2018, was the first time since independence that this index reached a positive 40.7.

An interesting fact is that Ukrainians keep complaining year after year about decline in the country while their own perception of their lives has been slowly improving. This becomes even more obvious when we take a look at two other indicators: Index of individual well-being and Index of public well-being. The first index reflects how people assess their own material, health, moral, emotional and so on state, while the second one reflects how they assess the overall situation in the country.

These indexes may range from -100 to +100 points. The latest results, from a Kyiv international institute of sociology poll in May 2018, showed considerable inconsistency between these two indices. Where people assessed their own well-being as a not-high, but nevertheless positive 6 points, they assessed the situation in the country as a whole as a highly negative -46 points. What’s interesting, changes in personal well-being don’t necessarily reflect in the assessment of the state of the country. Of course, there is a correlation, but the overall assessments have a huge gap: where the personal index of well-being improved by 14 points over 2016-2018, the national index rose only 7 points in the KIIS polls.



So let’s try to understand the reasons of such results. According to Kyiv International Institute of Sociology it is mass media who have a serious impact on public opinion about the situation in Ukraine. And this may actually be the truth as the headlines in press or on the TV news are usually terrible. It may seem like you are watching a horror film.

But obviously this is not the only reason. The perception of the world by Ukrainians is also influenced by the history of this country when we always had to fight for independence. So in 2014, when Ukraine faced war, loss of territory, sudden economic decline, and other familiar circumstances Ukrainians got an impression that colossal threats hang over their country.

In addition, public opinion is also influenced by the reform process taking place in the country. This process takes so long and people need those changes here and now. So this difference between demand for changes and their actual pace is enough to bring up an entire spectrum of strongly negative feelings.

Another factor is unawareness and disinformation. People are generally either unaware about different things such as inflation rate or are mistaken about the real situation. They have some stereotypes which have no factual ground. And this is especially dangerous as ill-informed crowd is easier to be manipulated. That’s why it is so important to be aware of the things which happen every day and filter the information you get. And this also concerns the perception of Ukraine by other countries. Unfortunately a

lot of people abroad either know nothing about Ukraine or think that every Ukrainian walks with the gun and is ready to rob or kill. They often consider us to be a burden, a country that can only be used as the raw material base. So this aslo can not but influence our opinion.

So this dissatisfaction is really dangerous especially in the context of political actions. Ideally, the energy of mass outrage should be used to resolve the most urgent problems. However, as history has shown repeatedly, the energy of anger can be used not just by reformers but also by those who have completely opposite thoughts in mind. So raising awareness about the real situation both inside and outside our country is extremely important for the improvement of life and with the continuous globalization processes it should be much easier.

OUTSOURCING IS AN EFFECTIVE WAY FOR RUNNING A COMPANY

Виноградська Ірина

The aim of the article is to show the advantages of outsourcing as a helpful method for doing business. Outsourcing is a business practice in which a company hires another company or an individual to perform tasks, handle operations or provide services that are either usually executed or had previously been done by the company's own employees.

Companies today can outsource a number of tasks or services. They often outsource information technology services, including programming and application development as well as technical support, customer service and call service functions, other types of work as well, including manufacturing processes, human resources tasks and financial functions such as bookkeeping and payroll.

Having studied several sources I can highlight top-10 benefits of outsourcing:

1. Get access to skilled expertise: one of the primary reasons why a business may want to outsource a task is when it requires skilled expertise. To allow you to focus on your core mission in providing a high quality product and service to your customer offshoring the task to people who can perform it better makes sense.

2. Focus on core activities: workload increases with additional non-core functions and the quality of your core activities suffers as your business grows. Outsourcing in such a scenario plays an important role by allowing your key resources to focus on primary business tasks.

3. Better Risk Management: outsourcing will allow you to share any associated risks with your outsourcing partners there by reducing your burden. For example - by outsourcing to a competent outsourcing partner you reduce the risk involved in having the same task done in-house by staff that may not be as competent in that field.

4. Increasing in-house efficiency: after you allocate tasks to your outsourcing partner, they share the workload of your employees. This allows you to develop your internal task force and use them more efficiently.

5. Run your business 24X7: offshore outsourcing to a country like India, which is on a different time zone, gives you the added advantage of making full use of your 24 hour day. Your outsourcing partner can take over and continue your work even after your employees go home. They can complete critical tasks and send it back for your review the next day.

6. Staffing Flexibility: outsourcing certain independent tasks allows your business to maintain a financial flexibility when there is an uncertainty in demand. You can scale up or down comfortably. At a much lower cost, offshore outsourcing provides additional benefit of running your business in full throttle even during off season and holiday months.

7. Improve service and delight the customer: your outsourcing partner, with their skilled expertise will produce quality deliverables faster, increasing your turn around time to the customer. With on-time deliveries and high-quality services your customers will be delighted! Outsourcing can help you benefit from increased customer satisfaction and thus creating a stream of loyal customers.

8. Cut costs and save BIG: all the benefits listed above come with the bonus benefit of lower cost and big savings! When you outsource services like medical billing, call center and teleradiology, etc. to a low-cost country like India or Philippines , you are getting access to quality services that are offered at a much lower cost. Maintaining an infrastructure can be an extra burden for some businesses, which outsourcing can remove.

9. Give your business a competitive edge: the ultimate benefit of outsourcing is that it helps your organization gain a competitive edge in the market. Through strategic outsourcing to an outsourcing partner, you are not only providing your customers with best-of breed services, but increasing your productivity while managing your in-house resources intelligently. Outsourcing can help you surpass competitors who have not yet realized the benefits of outsourcing.

10. See an overall increase in your business: outsourcing shows an increase in your productivity, customer loyalty. level of quality, business value, profits, and much more.

In conclusion, outsourcing is a business strategy used by companies, for such a reason as the lack of expertise. This method will help your company use resources and time effectively, and increase its profits in future.

THE PLACE OF UKRAINE IN GLOBALIZATION OF WORLD ECONOMY

Воронцов Марк

Today everyone is actively talking about globalization processes in the world, but what is globalization? This phenomenon is characterized by an influence increase of various international factors on the social reality of individual states. Of particular interest is the impact of globalization on the economy, which is manifested in transnational-type corporations, which function is effective in different parts of the Earth, actively taking advantage of new historical conditions.

In Ukraine, there are sufficient conditions for active integration into global civilization processes. Trade is a strong category. There is the openness rate for trade above the average as well as the high percentage of trade revenues (export + import) in GDP is 111%, while the average index in the index is 99%. Ukraine remains at 44th place in the global ranking of globalization of world economies from 60 countries of the world. Improved indicators are: the growth of direct investments from 0.7% (with an average index for 3.6%) to 4.1% (with an average of 4.5%); development of tourism (internal and external, per 1000 population), from 202 (with an average of 857) to 938 (with an average of 1308). While predicted by scientists in 2019, the growth of global GDP will be only 4%.

Studies have shown that the impact of globalization on the Ukrainian national economy is rather complex and contradictory. There are both positive and negative sides. Positive sides are obvious:

- the opportunity to take an active part in discussing the regimes of regulation of international economic relations;
- reduction of expenses for foreign economic operations, which will increase the price competitiveness of Ukrainian producers;
- it can increase labor productivity as a result of rationalization of production at the global level and the spread of advanced technologies;
- creates a serious basis for solving common problems of humanity, especially ecological, due to the unification of the efforts of world society, the consolidation of resources, coordination of actions in various spheres of life.

By this, our country will fulfill one of the main conditions for deepening relations with the European Union and will be able to protect the interests of Ukraine and its enterprises in accordance with international forms and procedures. Also, the positive factor of globalization for Ukraine is the possibility of its entry into international cooperation projects, which will ensure the investment attractiveness of Ukraine for foreign investors and expand opportunities for more free access to foreign markets by reducing tariff and non-tariff barriers.

The negative effects of globalization are:

- the domination of economically developed countries;
- the suppression of the development of certain sectors of the national economy, which, due to their import, are not ready for international competition;
- social inequality in comparison with economically successful countries;
- globalization frees economic forces that deepen inequality in employment in terms of labor productivity, material well-being, etc.

Thus, globalization is the reality of modern society and complex process that affects the different spheres of the society functioning, affects on the formation of the world economy with a single market, in which the capital, goods, services and labor force are freely mixed.

The process of globalization of the international economy does not overlook Ukraine, which gradually takes its place in the system of new international economic relations, and actively influences all aspects of economic development of Ukraine. The potential of Ukraine to participate in global markets is rather high, but Ukraine at the present stage does not use it sufficiently due to incomplete reforms.

For Ukraine, globalization has both a positive and a negative impact, as highlighted in the article.

GLOBALIZATION IN THE HOSPITALITY AND RESTAURANT INDUSTRY AND PROBLEMS IT CAN CAUSE

Гейко Максим

Globalization is a driving force that nowadays takes a major role in the evolution of our society. But how does globalization work if we talk about hospitality industry? There are some economic, demographical and cultural factors that should be taken into consideration. It depends on how the country is opened for the collaboration and trading with other countries.

First of all, globalization brings us new methods of organization and establishment of hotel and restaurant business that were developed abroad, far away from our country. For example, 'European Hospitality Quality' system that came to us from Central Europe, helps tourists to classify chosen hotel without special information about its structure. And if we talk about 'globalization gifts', we can't forget about Smörgåsbord or Swedish buffet, that came to us from the well-known Scandinavian country, Sweden. It became internationally known at the 1939 New York World's Fair, then it spread among the world, coming to Ukrainian hotels as well.

Another significant point where globalization is considered as a main factor is a specialists' exchange. Managers, executives, chief-cookers can be swapped between different countries in order to help them to provide presence of high-qualified stuff in places where it is needed. For instance, Ukrainian businessman wants to open Chinese restaurant in Kyiv. He wants to be confident about the quality of the menu so he knows that the best variant would be to invite Chinese Chef. But the main problem in this situation is the language barrier that won't let him communicate with Ukrainian staff, if they both don't speak English. So, how can we deal with this situation? The most effective way is to provide short English seminar to teach the staff basic grammar and specialized vocabulary. Breaking the language barrier is a very important step in cooperation with foreign workers. All misunderstandings have to be cleared to make sure that everybody is in good work conditions.

Another good example of globalization process is an international market that is still growing every day. The vast majority of countries take a participation in its development because nowadays it is very required system. It helps different countries to eliminate the deficit of goods that they are not able to produce by themselves because of economy crisis, climate features and the absence of specialists. We can't grow bananas in Ukraine but we can supply them from Africa. On the contrary, abundance of wheat can be exported to Europe to make money for country's budget.

Nevertheless, globalization unfortunately brings lots of issues that are constantly and heatedly discussed. Over the time we are getting used to the plenty of foreign goods that flood our shops and we can't imagine our lives without them. And it is not only about an ordinary customer, it is also about large Ukrainian manufactures that use imported equipment, materials and resources from countries like Japan, USA, China, Germany etc. What will happen if supplies are interrupted or even broken? The chaos and panic will fill our society because we won't be able to substitute foreign goods. Hundreds of our factories will be permanently closed, thousands of workers will lose their jobs.

Another tragic globalization caused problem is slow destruction of identity and uniqueness of every country that is touched by its mechanism. Traditional society loses its national features and turns into standardized, globalized society.

To make a conclusion it should be said that globalization is truly strong and useful system that has connected humanity into the one big mechanism that helps us a lot but we should be very careful while we are integrating into this process.

GLOBALIZATION IMPACT ON THE COUNTRIES ECONOMIES DEVELOPMENT

Гінчева Катерина

Globalization is a relatively new and highest stage in the development of the long-known process of internationalization (transnationalization) of many aspects of public life. It reflects the objective process of activating of the interpenetration and interdependence of modern socio-economic and socio-political processes on a global scale, which not only overcome national barriers, but also unite at first sight dissimilar and multi-vector phenomena.

Globalization and processes created by it subject to the strength and adaptability of traditional patterns of behavior, lifestyle and ways of seeing the world, as well as values, orientations, prejudices of all strata of the population testing.

The processes of globalization significantly affect the content and pace of the formation of new types of relations in modern society; these processes also have a great impact on new generations specialists formation. People of the 21st century must possess of special mobility and the ability to adapt to the harsh living conditions, changes in the structure and content of occupations and cultural environment.

The globalization of the economy as the highest stage of internationalization of economic life is a phenomenon that has already been formed and at the same time still lasting a process. It is an objective reality that carries out the determinant influence on different spheres of public life of all countries of the world, though on different levels. It depends on the degree of openness and "self-sufficiency" of national economies.

As a result of globalization, the world market of results and factors of production has developed such as goods in the form of material product and services, capital, labor and knowledge, on which the leading role is played by no more than 2-3 thousand of large transnational corporations.

However, the degree of globalization of individual markets, and even their segments are not similar. It is the highest in the markets of goods in the form of a material product and of capital. The market for services is considerably less globalized. Internationalization has not reached the stage of globalization in e-commerce, on energy market (completely globalized is only the market of oil and coal), the state orders market in the field of labor migration etc. In this sense there is a wide scope for the development of globalization.

The consequences of globalization are ambiguous as ambiguous assessments. The positive effects of globalization include the acceleration of scientific and technological progress. The benefits of globalization include also freedom of choice, which is due to the international movement of goods, capital and labor, as well as freedom of thinking, which is closely linked to the international movement of ideas.

But this process has different effects on different countries of the world. Globalization promotes the prosperity of developed countries, which concentrate trade, money, investment flows, developing research activities. The rest of the world should focus on reducing the negative effects of the globalization process [1].

The greatest problems of globalization are created for states and regions with a traditional culture, different from Western one. Some countries can not use their own traditional values together with the values of the global economic system [2, p.33].

Consequently, the process of globalization is developing and more and more countries of the world are experiencing its consequences in various spheres of public life. The study of these consequences for each country in the world, as well as the development of proposals to overcome the negative effects of the globalization process, is an urgent scientific issue that requires further research in this area.

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THE EFFECT OF GLOBALIZATION ON INTERNATIONAL TRADE

Гордієвська Анастасія,

One of the widespread definitions of globalization takes it as an irreversible force, which is being imposed upon the world by some countries and institutions through which an increasingly free flow of ideas, people, goods, services, and capital leads to the integration of economies and societies (IMF, 2002). Economic aspect of the phenomenon refers to the increasing interdependence of world economies as a result of the growing scale of cross-border trade of commodities and services, flow of international capital and wide and rapid spread of technologies. It reflects the continuing expansion and mutual integration of market frontiers, and is an irreversible trend for the economic development in the whole world at the turn of the millennium (Shangquan, 2000: 1).

A radical transformation of economic life is presented with the process of globalization which resulted in the generalization of market economy, increase in production, circulation of information, products, people and capital, implementation of technical systems becomes more efficient (Dăianu, 2009: 211). Nations are no longer self-sufficient in the global economy and they are included in trade at different levels to sell what they produce to obtain what they are in need. The countries usually produce more efficiently in some economic sectors than its trade partners. As supported by conventional economic theory, eventually trade promotes economic efficiency and it can be concluded that the globalization of production is contributing to the globalization of trade (Rodrigue et.al., 2006: 144). The increase and expansion of the globalisation process were the result of a number of factors. These include the advances in the liberalisation of world trade and capital movements, technological progress that implied a significant decrease in transport and communication and co-ordination costs. The growing openness of developing and emerging market economies with special emphasis on large economies such as China and India and countries of Central and Eastern Europe is also reflected by the acceleration in globalisation process. The strong increases in both activity and international trade flows practiced the developing and emerging economies reflected this phenomenon to global level (Manteu 2008: 73-74). In the last period three trends in world economy can be mentioned to shape globalization flows. The value of international trade has grown by a factor of 16 times since the late 1970s. In this regards ongoing growth of international trade, both in absolute terms and in relation to global national income can be taken as the first trend. The growing role of

multinational corporations is the next since they are taking the lead in international trade particularly in terms of the share of trade taking place within corporations. And the last is higher relative growth of trade in Pacific Asia as many economies developed an export-oriented development strategy that has been associated with imbalances in commercial relations (Rodrigue et.al., 2013: 19). Empirical evidence suggests that globalization has significantly boosted economic growth in East Asian economies such as China, the Republic of Korea, and Singapore. However not all developing countries are equally engaged in globalization and it can't be said that all of them are benefitting from it equally. In fact, except for most countries in East Asia and some in Latin America, developing countries have been rather slow to integrate with the world economy (Soubbotina, 2000: 66). Regarding that the inequalities between the developed, developing and less developed countries the influence of globalization can be questioned. International trade is regarded as the engine of growth for long, even going back at least to Adam Smith. However, during the 20th century, it has not been a very popular one and instead protectionist theories became dominant and the majority of the developing countries implemented industrialization policies based on a very limited degree of international openness for a long time (Edwards, 1993: 1358). Conversely after the end of the Second World War international trade get into a new era in which world merchandise exports grew more than 8% a year. By 1973 this expansion slowed down a little bit due to the oil price shocks, the burst of inflation caused by monetary expansion and inadequate macroeconomic adjustment policies, By 1990s the developments in information technology sector led world trade to a second expansion period. The average expansion of world merchandise exports averaged 6% in 2000 - 2007 period.

GLOBALIZATION PROCESSES IN MODERN SOCIETY

Демчик Наталія

Globalization is the word used to describe the process of interaction and integration among people, companies, and governments worldwide. As a complex and multifaceted phenomenon, globalization is considered by some as a form of capitalist expansion which entails the integration of local and national economies into a global, unregulated market economy. Globalization has grown due to advances in transportation and communication technology. With the increased global interactions comes the growth of international trade, ideas, and culture. Globalization is primarily an economic process of interaction and integration that's associated with social and cultural aspects.

However, conflicts and diplomacy are also large parts of the history of globalization, and modern globalization.

Firstly, interconnections between regional respectively national economies emerge as a result of the trading of products and services across borders, and the movement of capital, workers and technological knowledge across borders. If, for example, cross-border trade or capital flows increase relative to national income, this can be described as a process of economic globalization. Secondly, globalization is often understood as market integration. A process of market integration occurs when the prices of an identical good (for example, product, labour or capital) in markets which are removed from one another geographically converge over time (price convergence) or when the development of these prices over time becomes increasingly similar. Thirdly, globalization involves the emergence of institutions which regulate cross-border economic exchange. In recent times, these have included currency and customs regimes. Fourthly, from a societal perspective, globalization refers to cross-border interaction of a political and of a social nature. This can refer, for example, to variants of colonialism and imperialism, or to participation in international organizations, or to an increasing interconnectedness at the level of civil society and the convergence of attitudes that goes with this, as well as to trends in consumption and lifestyle which increasingly transcend regional and national contexts.

On the one hand, as much money is poured into developing countries, there is a greater chance for the people in those countries to economically succeed and increase their standard of living. Global competition encourages creativity and innovation and keeps prices for commodities/services in check. Moreover, developing countries are able to reap the benefits of current technology without undergoing many of the growing pains associated with the development of these technologies. Governments are able to better work together towards common goals now that there is an advantage in cooperation, an improved ability to interact and coordinate, and a global awareness of issues. There is a greater access to foreign culture in the form of movies, music, food, clothing, and more. In short, the world has more choices.

On the another hand, outsourcing, while it provides jobs to a population in one country, takes away those jobs from another country, leaving many without opportunities. Although different cultures from around the world are able to interact, they begin to meld, and the contours and individuality of each begin to fade. There may be a greater chance of disease spreading worldwide, as well as invasive species that could prove devastating in non-native ecosystems. There is little international regulation, an unfortunate fact that could have dire consequences for the safety of people and the environment.

Large Western-driven organizations such as the International Monetary Fund and the World Bank make it easy for a developing country to obtain a loan. However, a Western focus is often applied to a non-Western situation, resulting in failed progress.

As for Ukraine, its role in globalization conditions is determined by special contemporary relevance. Firstly, because at the current phase of globalization of the world civilization different countries, to some extent, are undergoing transformations in all spheres of human life. Secondly, at the beginning of the XXIth century, Ukraine was faced with a number of economic, political, social and cultural problems, including socio-anthropological, socio-economic and socio-cultural ones. Thirdly, comprehensive integration and information and communication revolution that create objective preconditions both for unification of humanity and for its separation are determining the direction of globalization shifts. The importance of Ukraine in modern globalization processes lies also in the fact that it is necessary to analyze the phenomenon of a contemporary Ukrainian society in socio-anthropological, socio-economic and socio-cultural aspects that are still poorly studied. At the same time, globalization acts as a switch to a policy of supranational institutions (UN, NATO, the «Big Eight»), in the economy – transnational corporations and supranational agencies (World Bank, WTO), the formation of global international economic and political structures, which opens great prospects to studying these processes.

According to the article written Larry Elder, “outsourcing and globalization of manufacturing allows companies to reduce costs, benefits consumers with lower cost goods and services, causes economic expansion that reduces unemployment, and increases productivity and job creation”. This idea appeals to me very much. I’m deeply convinced that globalization can help to run a business. Multinational corporations, which were previously restricted to commercial activities, are increasingly influencing political decisions. Many think there is a threat of corporations ruling the world because they are gaining power, due to globalization.

It’s needless to say that this is a very exciting time in the world of information. It’s not just that the personal computer has come along as a great tool. The whole pace of business is moving faster. Globalization is forcing companies to do things in new ways. The Internet is a major contributor to globalization, not only technologically but in other areas as well, like in cultural exchanges of the arts.

To sum it up, I would like to mention that Globalization benefits mankind and we are learning how better to deal with the disruption it causes. Globalization is the phenomenon of increasing interconnection

between the world's economies as reflected in the flow of goods, capital, people and ideas.

FLIP SIDE OF GLOBALIZATION

Коваленко Ирина

In the process of development of the world community, the phenomenon of globalization, which first appeared in the economic field, gradually spreads to all spheres of human life (political, social and spiritual).

With the emergence of such a great phenomenon, there are big problems. The spectrum of these problems is quite wide.

The problems of globalization of the world are discussed everywhere and always.

So, at the last economic forum in Davos, scientists, experts and analysts examined a number of problems that had of paramount importance for the international community: cybercrime, climate change, challenges of technological progress, global economic relations and connections.

However, the most topical should be the question of the ability of a particular country to move along its own way chosen by that country.

Or, on the contrary, corporations that produce and sell their products on a global scale are forced on adapting their products to specific local market conditions.

Scientist Robertson introduced the term "glocalization" is, the process of coexistence of regional features and characteristics against the background of the development of mass global culture.

Consequently, globalization is developing in two directions simultaneously: at the level of world elites, impressive integration processes and the formation of a single dominant global ideology occur, and at the regional level, complete archaization and the losing of any kind of universalism.

In general, the statistics of possible threats are as follows;

- About 93% of the polled experts said they expect an increase in the current (2019) year of "political or economic confrontation and friction between the major powers",

- almost 80% of experts believe that the dangers associated with conflicts and repetitions will worsen,

- and 73% of experts drew attention to the growing threat of erosion of multilateral trade rules and agreements.

Political differences around globalization are particularly pronounced in the speeches of the leaders of the United States and European countries.

In a number of European countries, they fear that if the population does not understand the full benefits of globalization, its opponents may come to power.

The US is increasingly protecting its market against imports of goods produced in China, South Korea, Mexico, Thailand, and Vietnam. The Donald Trump administration has developed a whole range of protectionist measures. Among them, the introduction of import duties on steel and aluminum, tougher penalties for violation of intellectual property rights.

But the lessons of the story are absolutely clear.

As for the environmental side of globalization, the situation in the world is as follows. One of the main reasons why our nature is now in such a dangerous position is that corporations, acting independently, do not fulfill their social obligations. Without effective regulation and real payments for environmental pollution, we will have no reason to hope that these corporations will start to behave differently than they do now.

Thus experts, with varying degrees of emotionality, recognize that the globalization process, which 10 years ago seemed to be a direction to a bright future, has now stalled and requires reconfiguration.

GLOBALIZATION PROCESSES IN THE BUSINESS: SECRETS OF A SUCCESSFUL BUSINESS

Крумка Маргарита

Globalization is a process that drives the environment into the future through innovative technologies, interesting inventions and plenty of ideas.

We live in an environment where everyone wants to do their own business, be independent and work for themselves. But often there are some following questions: “How to start own business? In what country is it better to do? In what area is it more appropriate to develop?” Answers to all these questions can be found in my article.

The desire to start a small business is great. But the only one desire is not enough, you need to have something else. These factors will help you to discover if you are prepared enough to become an entrepreneur.

Factor №1. Understanding the specifics of the business

Factor №2. Knowledge of the country

Factor №3. Your social skills

Factor №4. Your willingness as a businessman

The most favorable conditions in the world for starting your own business are in Germany. Experts advise to go to exactly this country for developing of startups.

The corresponding rating was published by U.S. News and World Report.

According to the report, Germany spends 2.88% of its GDP on development and research. At the second place - Japan (3,28% of GDP for development), at the third - the United States (2,79% of GDP). Next is the United Kingdom (1.70% of GDP spent on development). It closes the top five countries for successful startups in Switzerland, which spends 2.97% of GDP on research and development.

Also in the top 10 countries Sweden, Canada, Singapore, the Netherlands and Norway have entered their business successfully.

Ukraine is 48th in this ranking (between Panama and Chile). Among our neighbors this is not the best result. Thus, Russia ranked 24th, Poland - 27th place, Hungary - 32nd place, Romania - 44th place. Only Belarus was in this ranking behind Ukraine - at 51st place. And Moldova experts were not included in the rating at all.

From the experience of businessmen who have already gone to look for their business happiness abroad, we can say that the most favorable countries for doing business for Ukrainians are the Czech Republic, Poland, Slovakia. But many people are stopping their choices on them. Why? Firstly, they are not very far from us, the mentality of the locals is largely similar to our mentality. Secondly, the CIS countries offer entrepreneurs a simplified tax system, a simple procedure for registering a company. A lot of close countries allow the company owner to issue a residence permission quite easy.

If you, after opening your business in Europe, are planning to go there for permanent residence, it is recommended to pay special attention to such countries as Spain, Poland, Bulgaria, Lithuania and Latvia. Getting the opportunity to move the whole family to these countries is much easier than many others. Of course, this does not happen immediately, and not only after you fulfill a number of statutory requirements.

Perhaps you already have a question: "What business in Europe is best to start for Ukrainians?" There are many profitable and interesting businesses in the EU, but some of them are slightly more suitable for our entrepreneurs than others. You will make the right decision if you start your business in Europe in the following areas:

- 1. Medicine.**
- 2. Construction.**

3. **The environment.**
4. **Online Commerce.**
5. **Restaurant and hotel business.**

COMPETITION IN THE CONDITIONS OF GLOBALIZATION

Куцай Юлія

Our main accent today should be all side of the globalization.

As for me,it is important to talk about competitive advantages and implementation of competitive strategies.

Global competition is gaining momentum under the influence of globalization. Global competition is a multi-dimensional category that reflects the process of rivalry of civilizations, regions, countries, global industries, TNCs and other global space entities for competitive advantages in a high level of monopolization, aggravating the impact of previously isolated factors, and changing the entire paradigm of their development. Thus, on the one hand, competition of any level is intended to serve to increase the competitiveness and efficiency of economic entities, and, on the other hand, in the face of the dominance of global monopolies, is an instrument of incitement to weaker members because of the incompatibility of fundamental interests.

At the present stage, global competition is no longer the case between countries, as between supranational reproduction systems, each of which unites, on the one hand, national system so faccumulation of capital, the organization of the science of the countries concerned, and, on the other, TNCs operating on a world scale the market. Global economic development is determined by the combination of two contradictory trends, namely: the subordination of the world economy to the interests of transnational capital and the competition of national economic systems.

Scientists are increasingly inclined to believe that globalization leads to the formation of global competitionas a new historical phenomenon.

About disadvantages of competition:

- In the global dimension, historical centers of advanced development have emerged, between which there is competition for a dominant position. In addition to competing for leadership in the international economic system, each of these centers also has internal contradictions. It contributes to the strengthening of economic dependence and inequality between countries.

Because, as we know multinational companies have more power to run economies than governments. I think, That's awful! Why? Because one or two owner can introduce prohibitions to people from poorer countries.

About advantage of competition:

- International competition and penetration to the national market of international business entities leads to an increase in the general level of competition as a result of their application of international production standards, which necessitates the constant increase of the competitiveness of manufactured products, which is a significant impetus to the development of competition.

Who can help subjects and objects of globalization live in harmony?

In Ukraine it must be The Antimonopoly Committee of Ukraine is a state body with a special status, the purpose is to provide state protection of competition in entrepreneurial activity. But nowadays The Antimonopoly Committee of Ukraine has low ratings of trust in society.

In addition I would like to say, that we should understand that into day's conditions, the development of the world economy is accompanied by the growth of global competition. On the other hand, this global competition is threatened by the possibility of creating world monopolies. The combination of the benefits of the international division of labor and the process of globalization coupled with effective international competition protection policy is a prerequisite for the formation of a highly developed competitive environment that would ensure the maximum satisfaction of the needs of each national economy in the world economy.

GLOBALIZATION IN THE EYES OF THE NEW GENERATION

Ладига Поліна

As the main topic of my speech, I choose the impact of the capitalism in the third millennium on different spheres of life. Started from the political situation to the impact of it on the things as the everyday life.

Nowadays the world changes dramatically, for the reason I believe that it is hard to deny the fact that the world has changed enormously even in a last decade. We live in the world, which is based on the culture of the consumption, and in my opinion, this is the main factor, which causes changes in the world. The future generation will see the world in the different way, there is no doubt. Therefore, in my speech I want to stress on the factors, which can cause the difference.

A technological revolution based on information technologies is reshaping the nature of society while globalization has affected the location

and nature of economic production and ownership. The scope of these changes indicates a transformation that is equal to the extent of the changes associated with the Industrial Revolution. At the beginning of the third millennium, it is possible to anticipate how these transformative changes will affect upon the way societies and people produce, communicate, manage and live. This paper will outline some of the major changes that have occurred, or will be likely to, over the next two decades, with particular attention to the way in which social institutions and social interaction will evolve. It will also pose questions about the implications for facets of refrigeration given the fundamentally different ways in which societies and individuals will interact with, and expect to use, various technologies.

Global markets are becoming increasingly integrated with the expansion of trade and stronger economic and financial ties among nations and their industries. Among these is the belief that a vigorous commercial trade among nations will lessen international tensions.

Globalization is a process of interaction and integration among the people, companies, and governments of different nations, a process driven by international trade and investment and aided by information technology. This process has effects on the environment, on culture, on political systems, on economic development and prosperity, and on human physical well-being in societies around the world.

The modern generation will be more political aware about the political issues of the modern days.

The term “political issues” refer to problems in society that happen because the governmental system does not work in proper way. In fact, political issues is about everything political leaders talk about in city council meetings, parliament etc. However, political issues have can affect other spheres of life; they can lead to social or cultural issues. That is why political correctness and feeling of respect towards opponents, other nations/cultures is so important for the political leaders. Political problems are important to the public because of various reason. They may represent everyday issues, such as racism, sexism, or they can effect social life of individuals. This happen by reason, everything is related, and of course, society is not an exception. Politics is complicated structure that combines with many spheres and fields of life that is why paying attention to the global political issues is essential. It seems that you have nothing to do with tax system or racism, but well-known saying “start with yourself” makes sense. When person realize their own privileges (racial for example) and understand that other people, who are oppressed because of their not even

life choices, but something they cannot change about themselves, and try to help them by fighting for their rights – this what “being woke” means.

POSITIVE AND NEGATIVE ASPECTS OF GLOBALIZATION

Літнарівч Вікторія

Globalization is a complex and multifactorial phenomenon that has distinct features in terms of the impact on the mechanisms of self-organization of modern society. One can not perceive globalization one-dimensionally and linearly, considering it as a process of progressive internationalization of public life. Therefore, the political tasks in the management process must be linked to the technological components of the system of protection of national sovereignty, the strengthening of the factors of social consolidation of society in Ukraine.

An analysis of scientific sources suggests that the processes of globalization manifest themselves in different ways. In particular, there is massive population migration in the more developed regions of the economic plan, the stratification of the population in developed countries, which are formed by immigrants numerous groups of new settlers who in no way integrated into the new social environment.

The main tendencies of modern international migration are: globalization of international migration; qualitative changes in global migration flows; determining role of economic, first of all, labor migration; Significant increase in illegal migration; increasing the scale and expanding the geography of forced migration; the growing role of international migration in the demographic development of developed countries; feminization of international migration; the double nature of migration policy at the national, international, regional and world levels.

As a rule, migration has an internal basis and various external manifestations. In today's globalizing world, it's hardly possible to find at least one country that is not affected by migratory issues to a greater or lesser extent.

PROBLEMS OF UKRAINIAN INTEGRATION INTO THE WORLD ECONOMIC SYSTEM

Мартиненко Андрій

In the economy, globalization is the integration process of national economics into the world system of economy. The main consequences of

this process are the international division of labor, migration throughout the planet of capital, human and productive resources, and standardization of legislation, economic and technical processes. A new level of competition between countries and regional groupings is becoming the result of globalization. Ukraine is increasingly becoming the part of this process, which irrevocably changes its economy structure.

According to KOF Index of Globalization Ukraine placed 45 place among 193, it is a good result especially in the comparison with last years. However, this does not change the fact that Ukraine has a little chance of competing in the international market. The main reason is outdated technical equipment, raw material type of trade in the international market, no customized system of law, a high level of corruption, and insufficiently developed infrastructure.

At first Ukraine must modernize its own tech equipment in order to become more competitive, because many our products cannot compete with international in the price and quality. Therefore, EU gives export quotes with a big minus – it has a limit. And as a result Ukraine cannot develop the economy power and grow quantity of current assets, because it just make a limited order and stops, what is unacceptable for a free market economy. That is why Ukraine must abandon trade quotas and try to subsidize the modernization of production. Secondly, Ukraine has a limited trade, but also sells raw materials at this limit. That is terrible, because it is a feature of the lowest type of the economy. The solution of this problem may be attracting foreign investments in the economy of Ukraine. For example, China usually makes propositions for Ukraine but our morally outdated political and economy course does not want to use opportunities to develop in return to stay stable. Thirdly, our law system has big gaps. If we want to have a stable position on the international market of workforce, goods and services, we must have flexible and understandable legislation. Workforce must have reliable rights in Ukraine and abroad. Ukrainian workers do not have enough social safety; it is a characteristic of Ukraine. This certainly does not only prevent the flow of labor immigration, but also closes the possibilities of outsourcing and labor emigration. Such blocking of the labor market greatly brakes the integration of Ukrainian economy in the world. The correct decision will be the reform of legislation and strict observance of its compliance.

Finally, we have one of the highest level of corruption, what is directly bonded with a bad infrastructure, low-level tech and other problems. In the world rating of corruption, we are 120 among 180, near Gabon and Pakistan. In my opinion, it is the most powerful brake in our integration.

Because integration means accepting international norms of law destroying corruption at the root.

Therefore, Ukraine has big opportunities to EUjoin and integrate into the world economic system solvingproblems. Ukraine must pass a hard and long way of reforming of economic and law aspects to become stronger and take a good place in world economy. It is important to form a society that will confidently build a new country. Fortunately, this process is already running and therefore – the main thing is not to stop and only to increase our potential in the world market.

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THE PHENOMENON OF INDUSTRIAL ESPIONAGE IN THE INTERNATIONAL COMMUNITY

Морозова Катерина

The problem of legal usage of industrial espionage in international and national law has been repeatedly raised by the leading scholars. What`s the difference between the collection of information and professional espionage? This question still remains relevant, because this phenomenon has existed for a long time. It only changed the nature, forms and the fields of application. It has overstepped the boundaries of States and has become a problem of international dimensions.

The purpose of the work is to characterize the phenomenon of industrial espionage and to find the ways of international regulation of the problem.

Industrial espionage can be defined as the collection of intellectual and confidential data in an unethical and unlawful way in order to gain market advantage in the context of unfair competition. [2] Economic or industrial espionage commonly occurs in one of two ways. Firstly, a dissatisfied employee appropriates information to advance interests or to damage the company. Secondly, a competitor or foreign government seeks information to advance its own technological or financial interest. For example, a spy may break into the premises to steal data and may search through waste paper and refuse, known as "dumpster diving". Individuals may leave one company to take up employment with another and take sensitive information with them. Computers have facilitated the process of collecting information because of the ease of access to large amounts of information through physical contact or the Internet.

Most states in the world have developed their national and international legal instruments that prohibit industrial espionage and define it as a criminal offense. For example, according to Art. 16 of the Law of Ukraine "On Protection against Unfair Competition" the unlawful collection of commercial information is the collection of illegal data, which constitute commercial secret in accordance with the legislation of Ukraine, if it caused or could cause damage to the economic entity. [1]

The purpose of espionage is to collect data about an organization. It could include information about customer datasets, pricing, sales, marketing, research and development, planning or marketing strategies.

Another example of countering industrial espionage by the international community is the Paris Convention for the Protection of Industrial Property in 1967. This convention is applied to resolve issues of unfair competition. Another important international act is the Stockholm Convention, on the foundation of the World Intellectual Property Organization in 1967. In accordance with article 2 "Intellectual Property" it includes rights that relate, in particular, to "protection against unfair competition". [4] And there are so many examples!

So, we have a clearly depicted problem - the development of industrial espionage in the international arena. It is necessary to combine methods of protecting national economic operators from industrial espionage and to be deeply involved in prevention the external features of this process in the international community. This requires not only national support but, first of all, the harmonization of intellectual property laws, especially as regards protection against unfair competition. Such a combination should neutralize the possibility of emerging threats, as well as stimulate economic growth in the context of the formation of an effective system of economic security. Future studies of the process of industrial espionage, protection against

targeted attacks, neutralization of insider threats are considered to be perspective.

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GLOBALIZATION PECULIARITIES THROUGH THE EYES OF INDIVIDUALS

Охріменко Віта

We live in the 21st century, on the day when the development of science and technology in its rapidity outstripped the speed of light. It seems that in order to keep up with all novelties – you have to be online 24 hours a day.

The volumes of information started to storm people's heads like the military. Their rapid streams break through obsolete templates, and sometimes, under the "obsolete", we can keep in mind yesterday's news. Of

course, there is an opportunity to protect yourself from the dynamic vortex of the present, but in this case - you will remain behind the backyard of life.

Such tendencies generate processes of globalization. As it is impossible to create conditions for a complete vacuum (because air penetrates everywhere) as well as globalization is all-encompassing. And therefore, no aspect of life can remain unchanged.

Let's try to understand the nature of this phenomenon. Globalization is a multi-faceted phenomenon. This is a complex that covers various spheres of the world community. Depending on the sphere of influence, it can be classified as political, economic, legal, and cultural globalization.

The chain reaction of everyday scientific and technological progress and development level of communication forces us to meet globalization on our doorstep. But does modern humanity want to let her in into own life?

I think there is no clear answer. Even the light has its own shadow. Each phenomenon has two sides, and if we are talking about globalization there are dozens of parties, as well as people's views on this phenomenon.

On the one hand, by virtue of its nature, human always strives for self-realization, which includes individuality and uniqueness.

Globalization, like a ram, fluttering walls of borders. It blurs the boundaries of individuality and dictates fashion identity. There is a new concept: kitsch (also called cheesiness or tackiness) - is an art or other objects that, generally speaking, appeal to popular, rather than "high art" tastes. But at the same time - there is no shortage of means for self-expression

Everyone can become anyone now, but not itself. Human tries hundreds of roles, without finding her own. She starts hundreds of cases without completing any one. Human knows something about everything and everything about something. But "something" will never give real result. A wide selection delights just during first seconds, then it can lead to madness.

On the other hand, due to human's nature again, individual always strives for society. Not to be part of it - it means wearing a stigma of rogue. The artist is looking for understanding and a serial maniac or criminal wants his crimes to be revealed and glorify him. Globalization suits all parties. Like a huge engine, it makes you feel like you are a separate propeller, which forces a big mechanism to work.

It's possible to be a patriot of the entire planet, vice of separate country now. Today you can buy a ticket to the Mars, instead of long-known Hawaii.

There is still a place for racism in our world, although even the color of skin has been subjected to the power of globalization. It blurs color's borders.

The blood is being mixed. Degeneration of the nation stops. Old illnesses are less likely to be known. However, there are dozens of new hybrids. And in a matter of hours, a new lethal disease will be on the other side of the planet due to the possibilities of the present.

Increasingly today the true coloration of a country can be observed only if it's staged. Identity has a chance to live longer only in conditions of inaccessibility.

Information is the main resource. As W. Churchill wrote: "Who owns information - owns the world". So, everyone has a chance to try the role of the ruler of the world today. It will be during a short period of time, because information is a resource that is fast and volatile. Freedom of speech unleashes hands. Today there are plenty of opportunities, and all due to globalization.

Another consequence of this phenomenon is the impact. All influence - immoral, immoral from the scientific point of view. Because to influence a person is to give him one's own soul. He does not think his natural thoughts or burn with his natural passions. His virtues are not real for him. His sins, if there are such things as sins are borrowed. He becomes an echo of someone else's music, an actor of a part that has not been written for him.

Oscar Wilde wrote: "The aim of life is self-development. To realize one's nature perfectly - that is what each of us is here for. Of course, they are charitable. They feed the hungry and clothe the beggar. But their own souls starve and are naked. Courage has gone out of our race. Perhaps we never really had it».

Globalization loses value. It breaks the process of transferring morality from generation to generation.

Today, there are so many freaks that being a real "freak" means to be ordinary and not burning with a desire to stand out. In the desire to be "not like everyone else" millions of people lose themselves.

Significant negative of globalization is that it does not know the borders. It does not take into consideration significant differences in the political, socio-economic development of countries.

The diametrically opposed nations and countries, which are vulnerable to globalization, sometimes reminiscent of a violent program of converting into identical one. It's like to mix up incompatible products and expect to create masterpiece.

On the other hand - our strength is in the unity of the opposite. We take experience, knowledge from each other. We learn to look at phenomena and life in general in different way. And only such method can give a real understanding.

When you have pain, you want to reduce it. And globalization comes to the rescue. But sometimes you can't find your own place in a big, noisy and globalized city.

Globalization in the modern world, what is it? Globalization is a phenomenon of global content and individual character.

GREENWASHING AS A NEGATIVE CONSEQUENCE OF GLOBALIZATION

Пантелеева Катерина

Ecological problem is significant for modern society — we polluted 75 percent of the Earth. And now we are trying to rectify the situation. Thus and so the concept of sustainable development is so popular. Thus and so everything with the prefix 'eco' is so popular too.

We think we consume something good, less harmful for our environment. Too much products with the mark «ecological», «eco-friendly», «natural» have appeared, but only 4,5% of them are truly natural.

When we promote goods as ecological, but they do not have such features, we use modern method of green marketing known as greenwashing. It is a misleading of the consumer through positioning the product as eco-friendly, it is a speculation on selling it at too high price.

Due to TerraChoise's investigation since 2009 the number of companies producing «green» goods has increased to 73%, and 95% of them use methods of greenwashing.

TerraChoise in their Greenwashing report also distinguishes 7 «sins» of green camouflage or methods which can help to recognize this fact:

1. «To highlight advantages, to hide disadvantages». For example, 2 or 3 natural components are used in producing some good. In the column «composition» these components are written in the first places, but other ingredients are harmful, so the merchandise is not eco-friendly.

2. Statements without evidence. We cannot confirm naturalness of ingredients.

3. General statements. Such loose concept as «absolutely natural» can mean that some components –formaldehyde or mercury are not produced in a laboratory, they are mined like minerals, so they are natural, but not useful for people's health or environment.

4. Irrelevant statements. For example, on some labels of products we can see the mark «without CFC-components» (a substance destroys the ozone layer). But few people know that they are prohibited by the law.

5. «Accept the lesser of two evils». A sportscar that burns less gasoline produces a little less exhaust, but still pollutes the environment.

6. Untruthful statements. An environmental lamp that supposedly spends less electricity has the same power as a original one.

7. Nonexistent marking. Signs looking like a certification marks are only the images of trademarks.

Producers who use greenwashing also try to affect the mind of their consumers by such things:

- Packaging of green color. We associate it with something close to nature and unconsciously pull our hand to the green wrapper/

- Little images of leaves, flowers or trees. They are also symbols of something eco-friendly, safe.

- Words like 'natural', 'ecological', 'biological', 'organic' or phrases 'approved by experts', 'checked by specialists'.

In some countries opposition to greenwashing is stipulated by the law. For example, in US legislation the main principles of green marketing are distinguished: transparency and accessibility of information about environmental friendliness of a good, no exaggeration of products benefits, indication which specific part of a product made from biological components.

In Australia the Trade Practices Act exists. The main principle is that the company disorienting its consumers about naturalness of the product must pay a fine of 1.1 million dollars.

But the most important fact for us is not an existence of greenwashing as a negative feature of globalization, but people's misunderstanding what is real eco-friendly merchandise, what is fake, the difference between ecological and organic products. So, they pay big money for their delusion.

Eco-products are those which are produced and consumed with a minimal harm to environment. They must include the mark of ISO:14024.

Organic goods are those which are produced without unhealthy, poisonous substances like synthetic pesticides, flavor enhancers, genetically modified foods and so on. There is no one standard for organic products, they are different in different countries. US products are produced on the basis called NOP (National Organic Program), European manufacturers use standards n.834/2007, in Japan the main document managed the production of organic goods is JAS, Japanese Agricultural Standard.

Bioproducts are the same to organic ones.

In our legislation there are no rules prohibiting the use of prefix «bio», so we have a lot of fake biomerchandise which cost too much. And the main thing is understanding what really helps our environment and what is trick, someone's benefit and someone's profit.

THE PROBLEM OF MANAGEMENT ADAPTATION TO THE BUSINESS ENVIRONMENT IN THE ERA OF GLOBALIZATION

Попадін Владислав

The main idea of the paper is to highlight negative aspects of the globalization in the context of its impact on performing the essential functions of business management.

The core of economical aspect of globalization is opening borders for trade and financial flows. Theoretically, its main advantage involves stimulation of positive competition, free of protectionist barriers under the conditions of global specialization of labour.

In the process of growth, multinational corporations increasingly change classical management conception to system management. The fact, that in the 20th century system management strengthened itself as an efficient conception, cannot hamper the understanding of the problem of its application in today's society.

Being previously effective as a management method, in the age of globalization it engenders an ideological conflict that affects the whole hierarchy of business. In large corporations administration role is structured and its functions are commonly divided into the subdivisions and territorially separated. The mission of middle- and lower-level managers was narrowed down to an intermediate control of business plan accomplishment set up by Senior Executives. The implementation of management functions has been significantly changing during the latter half of the twentieth century. One of these functions is motivation that has become a kind of moral and psychological pressure.

This sueis supposedly caused by substitution of personal interests for corporate ones. Growing at a global scale, multinational corporations do not always take into account all the cultural differences between different nations. More importantly, they don't even do that in their home nation. It is hard to escape a conclusion that the eye of the problem is in Human Resources and a policy of personnel recruitment which is carried out through transferring the 'parent ideology' from one country to another and from the past to our times. As a result, we have to deal with the situation when personal interests run counter (and sometimes are even opposed) to the interests of a company. In return, it negatively affects employees' mental health and moral environment inside the community.

The control function in big companies is divided into the levels and subdivisions, but the real control is often exercised by so called 'Corporate Business Principles' (corporate identity, traditional relationship model, etc.) instead of managers. It means that employees are subordinated to a certain

corporate ideology but not to the influence of managerial personnel. Even top management doesn't have this real power of control, because it cannot change existing conservative aims and the philosophy of an organization. The only advantage of being a chief executive is having a full access to non-public information and the ability to monitor the whole business process.

Only further development of the study of management and providing new concepts will give us brand new, deeper and modern principles, methods and ways to organize a society and global associations.

THE ROLE OF TRANSNATIONAL CORPORATIONS IN THE WORLD ECONOMY

Приходько Карина

Development of the modern system of economic relations is influenced by accelerated globalization. The main strength of this process is the transnational corporations (TNCs). They are a powerful part of the corporate business, operating in an international scale and play a leading role in the global economy. Actively influencing international economic relations, transnational corporations are forming new relationships, alter their shape. Under the influence of globalization and integration of world economy TNCs conquer new markets and seek to further expand economic power. The development of international production and distribution of foreign direct investment are the basis for intensive development of TNCs in the world economy. Entering any country to the TNCs makes it possible to create complex new opportunities to attract resources and entering foreign markets.

Transnational corporations play an important role in the system of global governance, which includes their economic activities, cooperation with domestic and foreign governments, the growing importance of international organizations, environmental and social conditions in the areas where they operate. According to the UN Conference on Trade and Development (UNCTAD), in the world in 2017, there were about 79 thousand mother TNCs, which had 790 thousand foreign affiliates. The branches of TNC employ 82 million people, and the volume of exports of their goods and services exceeds 5.7 trillion. dollars. At the foreign affiliates of TNCs now accounts for 11% of world GDP and one third of world exports. Taking into account, for example, international subcontracting, licensing, contracting industrial production, the share of TNCs in these global aggregates will be even more significant. In the world of TNCs

dominated by the triad companies: the EU, Japan and the USA (87 of the 100 largest TNCs in the world in 2006) . At the same time, 72 of the 100 leading companies have headquarters in five countries (Great Britain, Germany, USA, France and Japan). The list of 100 largest non-financial TNCs in the world is headed by General Electric (USA), British Petroleum (UK) and Toyota Motors (Japan). Among the branches in which the leading TNCs operate, the automotive industry is in the first place. Next are the oil industry and telecommunications. Geography of the lists in 2018 covers 63 countries, although a year ago they were only 61 countries. In the rating of the largest companies from the USA - 587, Japan - 219 and China - 200, Great Britain -92, Brazil - 19, Australia - 35, Russia - 25.

TNCs are important economic agents that affect the course of our lives, as well as the way of solving social problems. They depend on the conditions created by governments and international organizations, which form the legal framework for their operation, protect property and investments, establish rules for the regulation of environmental protection, labor relations, social security, and to establish conditions of global trade. The influence of transnational corporations in the global economy, regardless of their level of development increases. Foreign direct investment is an important mechanism through which savings are transferred from advanced industrialized countries to developing countries. Typically, because developing countries have low savings rate.

Dramatic increase of foreign direct investment (FDI) flows as well as the growing power of corporations, which can be seen on their market power or global strategies raise legitimate concerns that many countries will be exploited by TNCs. It is a matter of fact that in the last two decades of the 20th century there has been a vast expansion of corporate power in the world.

Maintaining a strong regulatory framework and encouraging companies of different countries for investment and competition on local market are possible answers to potential dangers of corporate power. However, despite these and other safeguards the concept of global economy with a huge number of powerful TNCs is rather dangerous option for companies and governments of small and poor countries than rich and large ones.

Foreign direct investment is now considered to be a panacea for poverty reduction and accelerated development, but the reality is more complex. While a few countries have benefited significantly in terms of economic growth, employment generation and poverty reduction because of foreign investment, for the great majority it has made little or no difference at all. Foreign investment has been concentrated in a handful of countries

with more advanced economies, large markets and mining resources. Smaller countries, even if they get all the policies right, have failed to attract significant amounts of investment.

TNCs – is an important tool for the transfer of technology and management experience to industrial countries. Most countries that host affiliate TNCs in its territory, in favor of their activities and even compete for foreign direct investment. Extensive experience managing large firms enables staff TNCs organize production and coordination more effectively than leaders of the host country. Thus, last decade transnational corporations get a lot of attention. Today there is no significant process in the global economy that has occurred without the participation of corporations. TNCs turned into power, creating the present and the future of the world. Therefore, they are actively involved in the global political process in different countries.

A lot of TNCs remain to withdraw profits to offshore financial centers (OFCs). Investing in offshores never ceased to be a leading. Investments in OFCs remain at historically high levels. The quantity of investments in OFCs accounted for approximately 1 billion USD in 1990 while in 2000 it grew to 20 billion USD. From 2000 it started to decline, but we saw a great increase in 2004 of 30 billion USD. It was a big fall in 2005 (25 billion USD), but in 2007 it reached its previous level. From that time we can see a growth, the biggest one was in 2011 and the growth rate was 90 billion USD. In 2012 it fell to 78 billion USD.

Global processes of redistribution of the world market affects on different sectors dominated by TNCs. In case of Ukrainian accession to the WTO, a significant portion of domestic enterprises face that. Of course they are not ready to face the competition with the leading Western companies. The main question for Ukraine is to create our own Ukrainian transnational structures to interact with TNCs both in Ukraine and in the world markets. This way chose China, Russia, India, Indonesia, Mexico, Venezuela, etc. (as well as industrial developed countries, where there are hundreds of large TNCs). The experience of these

countries shows that the national capital is able to compete with TNCs only if it is structured into powerful financial-industrial education, adequate international peers and are able to pursue an active foreign policy.

Finally we can summarize that the formation of TNCs was a reflection of the effective capital allocation need in terms of conditions of economies being internationalized. Although TNCs existed in the past, their boom has started in the era of globalization. These include a number of companies of different size but the major representatives of this category are TNCs operating in many countries. Next to the TNCs there are acting already

mentioned strategic alliances, which sometimes can be created within TNCs but they often emerge in national economy among smaller firms. Generally speaking transnational corporations are one of the driving forces of international production internationalization, international trade liberalization and ultimately world economy globalization and also due to the development of scientific and technological revolution TNCs are becoming one of the most important and most dominant phenomena respectively subjects of current international economics turbulent processes. Transnational corporations are historically a new phase in the management of global enterprises, they are the "muscles and brain" of a new global system in which their success is alternated with an enfeebled workforce and degrading role of national governments.

THE DEVELOPMENT OF BRAND IN TERMS OF GLOBALIZATION

Прокопчук Христина

1. Definitions definition for clarification what “Brand” is.

A lot of people misunderstand the real meaning of the word “Brand” and identify it with the “Trademark” or “Logo”.

Logo - is a symbol or other small design adopted by an organization. Logo is just a small part of trademark.

Trademarks (service marks) - are marks that carry legal weight in terms of representing a brand, protects it from competitors and is close to “copyright” .Basically it includes technical details such as brand name, labeling, signatures etc.

Brand - is a corporate image that builds over time and is a reputation of quality in the eyes of customers, it helps to identify the company and its products or services. It includes: Identity, image, character, culture, essence, reputation.

2. Types of brands due to their globalization strategy’s

3. 1. Luxury brands (Gucci, Rolex, BMW) – “No matter what - avoid localization”. Luxury brands try not to be identified with the country-producer, even their models should look “global” (never work with specific ethnic features, but general beauty standards)

2. Mega brands (Nike, Colgate, Kodak) – “Think global – act global’

Those brand are built on powerful myths of social orientation (Levi's independence, connecting people through Nokia mobile phones) They don’t change their strategy due to local specifics, but act globally from the very beginning. As the great example we can use Colgate: they use same

logo, ad, package, concept in 80 countries of the world. This type is also trying to avoid localization not to break the concept of versatility.

3. Super brands (McDonald's, Maybelline, Adidas) – “Think globally – act locally”. Those become global on the market not because of their versatility, but by changing product, package, an attitude based on local cultural specifics. And even after this they are keeping the main brands' concept same. As an example: McDonalds have ethnic food in every country (burritos in Spain, pasta in Italy, burger with onion and rye bread and they don't use classic beef in India due to religious issues)

4. Glocal brands (Dove, Nestle, Danone) - “Global companies – try to look like local brands”

Those are available globally but locally positioned. F.e The producer of well-known Ukrainian “mivina” same as any Svitoch chocolate bar is Nestle, which is huge international company, but we still poses those like “our local”.

Is it always a perk to develop a global brand?

World is getting global in every sphere now and we can't really influence this process, but attitude is different. Main social problems of brands on global market are: disproportionate development of counties (any luxuries or even medium class brands are positioned as bad and mean), tolerance to different cultural, social and national groups (e.g HM situation with monkey t-shirt, Addidas situation with “ussr collection”).

Economic problems of brands on global market: If you want to develop strong global brand you need to have an amazing advertising strategy in all the countries, you need to keep your amazing quality on this “amazing lvl” in each country where you want to produce, you need to think carefully of logistic details and here we face the problem itself - you need to invest a lot and risks to lose everything are huge. Another problem is exchange rates - products that go like “cheep” for USA in Ukraine would be “pricy” because of currency! Third issue – every country set as a primary goal the development of small local businesses, with this raising taxation and creating quotas for global projects (especially foreign)

Before starting any global activity you should take a look and think of your real possibilities and opportunities. May be it's also better for you to start locally?

4 So all inall here we go with tips for developing your brand in terms of globalization

1. Choose your brand strategy on global market.
2. Develop customizable campaigns
3. Build up global awareness
4. Convey a prestige factor

5. Achieve economies of scale

5. Conclusion

Development of global brand is a hard task with different small details witch you need to know and take into account but globalization is our only path to the bright future , we just all should remember all the big things were small at first!

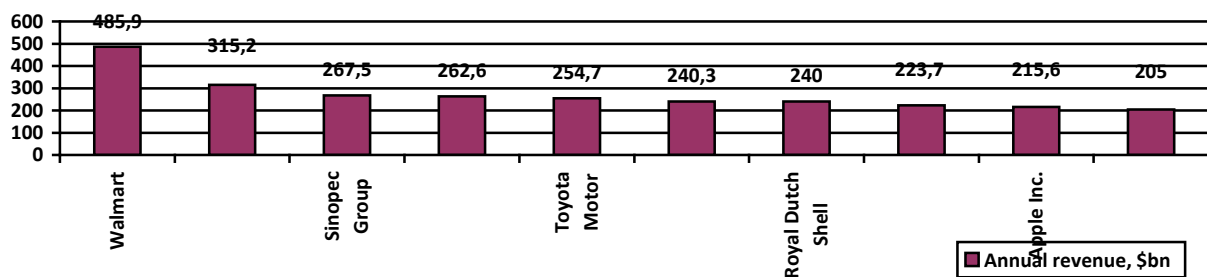
MULTINATIONAL CORPORATIONS AS THE MAIN FACTOR OF GLOBALIZATION

Рава Ирина

Globalization is the word used to describe the growing interdependence of the world's economies, cultures, and populations, brought about by cross-border trade in goods and services, technology, and flows of investment, people and information.

The process of internationalization began after World War II in the mid-1940s, when many ruined economies tried to survive. A lot of companies merged to stay competitive. For example, Unilever is a merger of British soap-maker company named Lever Brothers and Dutch margarine-maker company called Unie. It was much cheaper for them to buy a palm oil for their products during the crisis.

A multinational corporation is one that has its headquarters in one country but whose operations are worldwide. Here are the most successful MNCs companies in the world in 2018:



Multinational companies have many pros and cons. MNCs create wealth and jobs around the world. Inward investment by multinationals creates much needed foreign currency for developing economies. They also create jobs and help raise expectations of what is possible.

Their size and scale of operation enables them to benefit from economies of scale enabling lower average costs and prices for consumers.

Large profits can be used for research & development. For example, oil exploration is costly and risky; this could only be undertaken by a large firm with significant profit and resources.

MNCs ensure minimum standards. The success of multinationals is often because consumers like to buy goods and services where they can rely on minimum standards. i.e. if you visit any country you know that the Starbucks coffee shop will give something you are fairly familiar with.

Multinationals engage in foreign direct investment. This helps create capital flows to poorer or developing economies. It also creates jobs. Although wages may be low by the standards of the developed world – they are better jobs than alternatives and gradually help to raise wages in the developing world. By the way, outsourcing of production by multinationals – enables lower prices.

There are some disadvantages too. For example, multinational companies often have monopoly power which enables them to make excess profit. Tax avoidance is also a disadvantage for many governments. Lots of multinationals set up companies in countries with the lowest tax rate e.g. Bermuda, Ireland, Luxemburg. For example: in 2011, Google had £2.5bn of UK sales, but only paid £3.4 million UK tax. Their market dominance makes it difficult for local small firms to thrive. In developing economies, big multinationals can use their economies of scale to push local firms out of business.

Trying to gain more profit, multinational companies often contribute to pollution and use of non-renewable resources which is putting the environment under threat.

Outsourcing to cheaper labour-cost economies has caused loss of jobs in the developed world. This is an issue in the US where many multinationals have outsourced production around the world. Ukrainian IT specialists are a great example; they are good and do not need super-high salary.

Nevertheless, some criticisms of MNCs may be due to other issues. For instance, the fact MNCs pollute is perhaps a failure of government regulation. Also, small firms can pollute just as much. MNCs may pay low wages by western standards but, this is arguably better than the alternatives of not having a job at all. Also, some multinationals have responded to concerns over standards of working conditions and have sought to improve them.

From my point of view, the globalization is an inevitable and unpredictable process that still needs to be investigated. The rapid development of technologies and economies of the world is impressive. The capitalization of multinational corporations is bigger than the capitalization

of the economies of some countries that means the MNCs are engines of global processes in the world.

AMERICANIZATION AS A PART OF GLOBALIZATION PROCESS

Рибкін Ярослав

Phenomenon of globalization is a very important part of our routine, but some people can't fully envisage impact of this factor on their lives. What is it globalization? It's a process of interaction among different nations, people, companies and so on. Today we can see results of globalization almost everywhere. For example: a lot of us driving German cars or eat various American fast-food. It also can be manifested in introducing of foreign languages in our life. Nowadays it's fairly difficult to envisage a person without basic knowledge of English language. We can call multitude of things surrounding us globalization as well, for instance Internet that was firstly just a military experiment and now spread around the world.

The history of globalization can be divided into three parts:

- Archaic globalization
- Proto-globalization
- Modern globalization

Archaic globalization is a phase in the history of globalization, and conventionally refers to globalizing events and developments from the time of the earliest civilizations until roughly 1600. Archaic globalization describes the relationships between communities and states and how they were created by the geographical spread of ideas and social norms at both local and regional levels.

Proto-globalization or early modern globalization is a period of the history of globalization roughly spanning the years between 1600 and 1800. Proto-globalization was a period of reconciling the governments and traditional systems of individual nations, world regions, and religions with the "new world order" of global trade, imperialism and political alliances. Proto-globalization was also marked by two main political and economic developments: the reconfiguration of the state systems and the growth of finance, services, and pre-industrial manufacturing.

Today we live at the times of modern globalization, when in a world increasingly dominate two global powers, the US and China. Modern globalization is based on basic aspects: trade and transactions, capital and

investment movements, migration and movement of people and the dissemination of knowledge.

Globalization today has a great impact on Ukraine too. Since Ukraine became independent, everything has changed in our country. The reason is one: we became more open to the influences of different countries and cultures. The first place among them belongs to the USA. We see American films, listen to American music and songs, wear American clothes. America has a great influence on our culture, on our customs, values, and people too. Nowadays Ukraine has diplomatic relations with the USA. Our government has relations in politics, economics, culture, sports, and other sides of life. True friendship is built by the people of our two countries.

Tourism is very popular now. You can see a lot of Ukrainian tourists in the USA and a lot of American tourists visit our country. We also exchange students and teachers. We have close relations with ethnic Ukrainians who live in the US.

However, there are not only pros, but cons as well. As you know, fashionable brands of cigarettes come to us from the United States. They are advertised on the streets, in the shops, and on TV. Teenagers begin to smoke, because they think it's cool. Our teenagers buy cigarettes, selling cigarettes to teenagers is prohibited only at the big shops, but it is possible to buy them on the street. The problem is that smoking is too fashionable. They think they are already adults. They see handsome smoking men in American films too often. So, we can make a conclusion, that influence of modern globalization on our lives is generally good, but there are some bad aspects of it.

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GLOBALIZATION - ONE OF THE MOST IMPORTANT TENDENCIES OF THE 21ST CENTURY

Самойленко Анастасія

At the present stage, humanity has entered a new reality. Economics, financial system, information, technology, human values are globalized. Such processes require a new awareness, new ideas, new conceptual and methodological ideas.

On the one hand, globalization is a controversial process of expanding the boundaries of modern culture, and on the other, the narrowing of the horizons of civilizations.

Globalization has led to significant changes in the most important social institutions of modern civilization: the change of the place and role of the state, the values of freedom and democracy, geopolitical conditions, etc. The leading countries of the world (G-7, G-20) not only open up new opportunities for them, but also expose serious problems.

A number of countries that have entered a new century with many unresolved problems are lagging behind in technological development, and therefore they are not sufficiently competitive in the modern world market.

The term "globalization" is relatively new. In the scientific literature globalization is usually divided into three main areas: economic, cultural and political. In general, its definition is influenced by a wide range of events and trends: the development of world ideology, the emergence and development of transnational corporations, intensive mass migration and the formation of multicultural communities, etc.

Globalization as a cultural process contains internal contradictions. On the one hand, it has positive signs, as it brings people closer to new opportunities for the development, modernization and intellectualization of their lives and thoughts. On the other hand, globalization has acquired negative features, as it leads to the universalization of such phenomena as terrorism, extremism, aggressive separatism, industrial catastrophe, nationalism and, in general, all problems of modern civilization (ecological, energy, demographic, etc.). In the sphere of politics, crises are worsening and the role of the national state, the tendency for power unification, the global distribution of means of consumption, the solution of local problems in the context of the world community and the flexible and multacentral nature of international relations are weakened.

Researchers note that the trend towards globalization is defined by "images of world order." The theorist of globalization, sociologist Roland Robertson distinguishes them into four types. The first - the Global Community - represents the world as a mosaic closed or unique community. The second type - "Global Community II" - considers the world as a global community in which agreement is reached on core values and ideas. This type reflects the ideas of the ecumenical, ecological and pacifist movement. The third type - "Gessellschaft I" - considers the world as a mosaic of open, independent national states that are undergoing intense economic, political and cultural exchanges. The fourth type - "Global Society (Gessellschaft) II" considers the world as a set of united national powers under the auspices of the world government.

In many countries, concerns have emerged of ruling elites, formed social groups that oppose the processes of globalization, formed the so-called scientific and political and socio-economic course of anti-globalization. Without diminishing the value of production, trade and financial ties in the globalization of the global economy, it should be emphasized that the fastest progress in transport, communications and information technology has contributed to this global process. Significant achievements of humanity in the production, technological and scientific development didn't lead to the XX century to improve the living conditions of the majority of our planet's population. Global civilization, faced with the aggravation of all global problems, degradation of human resources and ecological systems, is experiencing a critical moment in its history today. In this context, the conclusion made at the United Nations Conference on Environment and Development in Rio de Janeiro in 1992 that the world, development and the environment are interdependent and indivisible. The Rio Declaration for the first time proclaimed the right of peoples to development, which "must be respected in such a way as to adequately meet the needs of present and future generations in the field of development and the environment." The latter provision also goes through the red ribbon through the Agenda of the XXI century, endorsed by the UN Conference.

Consequently, analyzing these approaches, most scholars consider it lawful to speak of the emergence of a single world civilization, which is built in the context of processes. Its properties become more dynamic, chaotic, virtual, fast and individualized, requiring a human revision of their own systems and outlooks. A global person creates new structures, measurements, situations, classifications, forms, variants, spatial-temporal configurations, processes, etc. Therefore, the development of these phenomena and processes will constantly revise terminology, approaches and assessments to the concept of globalization.

GLOBALIZATION IMPACT ON EDUCATION

Сусло Анастасія

Globalization can be defined as a process of growing interdependence of the world's economies, cultures and populations, brought about by cross-border trade in goods and services, technology and investment flows, people and information.

Today, the process of globalization covers all spheres of society's life including education. With the concept of globalization new attitudes and values are coming into force. People need to learn new concepts and have to

adopt themselves new ways of life. Each country makes new regulations in order to educate the students according to the necessities of global world.

There are such globalization trends in education:

- market globalization of the educational services;
- internationalization of education which is necessary for standardization and diplomas recognition;
- changes in the requirements for the content, methods and forms of the educational process;

However, despite current trends there are mixed opinions about this impact.

On the one hand, globalization promises to mankind important changes in the field of culture and education. It opens new opportunities for sharing pedagogical knowledge, projects, obtaining new educational services of high quality.

Besides, globalization contributes to the growth of the competitiveness of young professionals, their demand in the world labor market. It encourages students to work in teams. To be able to work closely in teams is the need for employees. Working in teams requires students to develop their organization, leadership and management skills.

Globalization enhances the student's ability to acquire and utilize knowledge. It enhances the ability of learners to access, assess, adopt, and apply knowledge, to think independently to exercise appropriate judgment and to collaborate with others to make sense of new situations.

Education globalization can promote international understanding, collaboration, harmony, and acceptance to cultural diversity across countries and regions.

On the other hand there is also a negative impact for developing and underdeveloped countries. Firstly, the process of globalization can lead to an aggravation of the problem of social inequality. Recent achievements of the scientific and technological revolution become inaccessible to low-income groups of society who do not have knowledge of foreign (English) and computer literacy. Secondly, skilled personnel leave the country. Globalization stimulates the migration process of highly skilled labor into developed capitalist countries. Thirdly, the unification of educational services can lead to the destruction of various educational systems in the world.

In conclusion, we can say that globalization is the process that covers all spheres of life of modern people, including education. Nevertheless, this tendency has both positive and negative features that we need to take into consideration.

РОЗВИТОК СУЧАСНОГО ГЛОБАЛІЗОВАНОГО СУСПІЛЬСТВА: ЕКОНОМІЧНІ, ПРАВОВІ, ЛОГІСТИЧНІ АСПЕКТИ

Трофимук Іван

Since the mid-twentieth century globalization has become a buzzword to talk about societies, and is defined as a way of integrating worldwide government policies, cultures, societies, social movements, financial markets through trade and exchange of ideas. The process of globalization has been accelerated by modern means of communication and transportation, and gives the image that the world is unified globally. It appears that in the 21st century globalization is an unaltered way and will continue even though 75% of the world's population has access to daily television reception and only 20% has access to consumer cash or credit.

In global society nations have differing amounts of power and want to ensure that their interests are met. The developed and less developed countries of the world experience serious inequalities in wealth that have immediate consequences for their citizens. The low-income countries are poor because of the policies and practices and the high income countries pursue in order to mass a greater share of global wealth. Because of their policies and practices the lowincome countries are in a position of relative dependency on high-income countries. Powerful nations, like powerful ruling classes, seek to retain their favored positions while keeping other nations in their place. In a global economy, such dominance is accomplished through financial pressure, such as powerful industrialized countries set world prices on certain goods, rather than use brute force. The economic base of poor countries is weak, therefore they often have to borrow money or buy manufactured goods on credit from wealthy countries. The huge debt they build up locks them into a downward spiral of exploitation and poverty. As a result, they cannot develop an independent economy of their own and thus remain dependent on wealthy ones for their very survival. In short, just as upper-class people can exploit and exercise power over lower-class people within a society similarly, wealthy countries can exploit poor countries in the global market place. In consequence of it the global economic gap has widened.

In summary, it can be concluded that globalization has significantly improved the world economy, but due to unbalanced and uneven economic growth the world's social and poverty problems are magnified. The interconnectivity among world nations has created a need for a global collective action to combat the world poverty and create a humanitarian and sustainable global world in the 21st century. In order to make globalization

sustainable and viable requires focus from below which involves interdependence at the grassroots level that aims to protect, restore, and nurture the environment; to enhance ordinary people's access to the basic resources they need to live a dignified existence to democratize local, national, transnational political institutions, and to ease tensions and prevent violent conflict between power centers and authority structures.

GLOBALIZATION LIKE A NEW TREND IN THE WORLD

Фартушна Аліна

Globalization is a new direction in the world development. As the society wasn't staying at one place, people became more clever, and a scientific and technological revolution was going on, human needs and global politics had changed a lot. There have appeared new principles and guidelines. Countries started to follow examples of more developed countries, to use modern technologies, that somebody had invented, to implement world standards, to open borders and, eventually, to turn the world into one whole space. Globalization has its manifestations in different areas.

In the economy, it is an international division of labor, a merger of markets, internalization of economy, migration of the capital, production resources all over the world and standardization of economic and technical processes, the emergence of TNCs that monopolize the market.

In science and technologies: the spread of nanotechnology, active use of the internet, which opens the modern world for us, gives access to any kind of information.

In politics and law: the main influence on the states have international organizations, such as the United Nations, the World Trade Organization, the European Union, NATO, the IMF and the World Bank, also there is growing the political influence of enterprises (especially large transnational corporations), moreover the boards become more open, so it causes easier migration of people and the free movement of capital abroad and, finally, the standardization of law takes place.

In culture, it is an active development of mass culture, the appearance of such thing as fashion and its expansion, traditions and customs inheritance, popularization of international holidays. Even an international use of English language is a consequence of globalization.

But not everything is as easy as it seems. Like in all processes, there are advantages and disadvantages.

Positive aspects of globalization: it accelerates technological growth, because of internalization; increase the quantity and quality of goods and services owing to the international standardization; promotes international trade; gives free access to information, because of Internet; creates new jobs and provides more employment opportunities abroad; unites states to solve common problems; makes the world more understandable for people with different nationalities, makes the world free and open to all.

Negative aspects: globalization increases in the impact of TNCs, which monopolize the market and do not allow small and medium businesses to develop. It's a really big problem in all areas: large carriers, hotel chains, tour operators, manufacturing companies, retail chains, mobile communication operators gain our commitment, establish themselves on the market and crowd out new businesses. Also it increases migrations, so in some countries exists the outflow of young professionals abroad and it may exacerbate global problems: complicates the ecological situation develops terrorism, illicit drug trafficking. But, in my opinion the worst thing is that it spreads a mass culture, thereby making all the same, erasing the individuality of cultures and nationalities. All nations celebrate the same holidays, work at the same position, dress the same, follow international standards of beauty, travel to the same popular places, behave in similar way and even eat the same food.

So, in my opinion, the globalization has a really important role in the modern world, because of international integration that opens up boundaries and opportunities but we have to preserve our individuality in any case.

INTERNATIONALIZATION OF EDUCATIONAL SYSTEM AS A PART OF GLOBALIZATION

Цапун Тетяна

The process of globalization has a place in our everyday life and works without a specific plan. One of the biggest motivators of it is our needs. I want to start my report by explaining why I choose this theme. 21 century is an era of innovations, technology, cooperation, and multinational connections. Education plays a huge role in society, which consist of people of "new generation". In the modern world, it is not enough to know only one foreign language or to master only one skill. Modern education gives us many possibilities to find ourselves but to make this process more effective we should participate in internationalization our educational system.

To begin with, internationalization and globalization are similar but not the same things. Globalization is a process of integration foreign

companies, organization etc. to growth economy level, to share customs and traditions, to find interesting people worldwide. Indeed, internationalization is a process of adaptation of our educational system to differences of other countries experiences', strengthening multinationals effect on other universities by Ukrainian. Therefore, it is involve cooperating with global academic space.

The main aim of these activities is to make stronger international cooperation due to academic exchange, to unite gifted students all over the world who will do brilliant discoveries. As we know, many famous colleges and universities worldwide have a huge part of students from different countries who share their culture, traditions, history. Those students often unite in groups and organize the week of their culture, like a small festival in university. Moreover, everyone is looking for a job where salary will high and work condition will suitable for you. Sometimes we can find an ideal vacation in another country but your diploma does not active there. So all these factors important nowadays and internationalization will give us chance to create a global intellectual space with great variability of activities.

Firstly, "New generation" feel themselves as a national of each country they interested in. Their minds have any geographical frontiers; they just want to live life in the way their imagination creates. Therefore, when people finished university, they want to choose the workplace in the country they dream about. However, people drive themselves into a corner when understood that our diploma gives us possibilities only at motherland. Consequently, globalization will give us possibilities for our career plan.

Secondly, there are many programs for exchanging students. Also known to the publicity programs like ISEP, FLEX, ISE etc. play a huge role in globalization in general. They give possibilities for intellectual children to explore world and look for new friends in different countries worldwide.

To begin with, our country has a huge chance to investigate young people from countries with high level of economy due to our powerful base of educational materials. It will effect on spreading our national products like intellectual properties, agricultural sector, public sector etc. Moreover, students can chose country with culture similar to their own country or due to some mental specialties. Sometimes, people want to live and study in country where native language is that student learns. It can move process of studying faster and faster.

To sum up, all global process involve internationalization because integrate different part of society life. Internationalization of educational system plays the most important role nowadays. It means that our future directly depends on people who are interested in modern methods of

education. People can find their talents, perspective career or love of whole their life in different part of this incredible world. Wise people have no limits, no frontier when they wanted to master their skill or to explore new area of science. Moreover, all this factors include students' mobility. This is one of the most important qualities for person who will employ 'new generation' people. Globalization appeals us to feel freely in each point of your country or another.

POSITIVE IMPACTS OF GLOBALIZATION IN THE FIELD OF EDUCATION

Чурикова Ольга

Globalization is simply the process through which integration and interaction of countries, companies, and people across the globe. The process is as a result of the investment, outsourced manufacturing and international trade. All these are supported by information technology, with an aim of bringing economies of various countries together. It is only through globalization that people, services, and goods get to move freely across the world, in a manner that is linked and smooth.

How does globalization work?

Globalization is an economic concept that works by easing the movement of goods and people across borders. To ease the process, all investments, trade, and markets get integrated, and barriers get minimized or eliminated, to ensure different nations enjoy the flow of goods and services.

Positive impacts of Globalization in the field of education

Education is commonly divided formally into such stages as preschool or kindergarten, primary school, secondary school and then college, university, or apprenticeship. Education is the process of facilitating learning, or the acquisition of knowledge, skills, values, beliefs, and habits. Everything we are learning/have learned is from the past. There is nothing new that we are taking that was not in the past. That is how it is related to the historical globalization. Education is an extremely important aspect of a person's development; it is essential early in life, but can continue into old age. Civilizations around the world have embraced education, and education in turn has helped to foster peaceful and prosperous society.

- First of all, I should say that globalization really play a great role in development, growth and prosperity of education in all counties.
- Globalization and the attendant concerns for poverty and inequality have captured public imagination and become a focus of

international discussion in recent years in a way few other topics (except for international terrorism or global warming) have.

- One characteristic of globalization that is linked to education is that it helps shape cultural sophistication. It also makes sure that education prepares someone for the world.

- Global education interconnects methods of teaching from worldwide systems to encourage the international development of environmental sustainability, as well as contribution toward fortifying global industries. These educational initiatives prioritize global access to school from the primary to the university levels, instigating learning experiences that prepare students for multinational leadership roles.

- As education serves as foundational to global stability, the development of multicultural awareness from an early age may integrate ideologies sourced from various societies in order to arrive at well-balanced conclusions regarding issues that surround the world as a whole. Globalization and education then come to affect one another through mutual goals of preparing young people for successful futures during which their nations will grow increasingly connected. And of course it continuous lifelong learning.

- It helps people to understand how people in other countries get knowledge and education, help to understand how work education system. It provides exchange of knowledge and students to make level of education higher.

- With globalization some of the challenges for knowledge, education and learning will provide today's learners the ability to be more familiar and comfortable with abstract concepts and uncertain situations.

- Globalization enhances the student's ability to acquire and utilize knowledge. Globalization enhances the ability of learners to access, assess, adopt, and apply knowledge, to think independently to exercise appropriate judgment and to collaborate with others to make sense of new situations.

- Globalization produces an increased quantity of scientifically and technically trained persons. The emerging economy is based on knowledge as a key factor of production and the industries demand the employees remain highly trained in science and technology.

- Globalization breaks the boundaries of space and time.

- Globalization meets the knowledge, education and learning challenges and opportunities of the Information Age. Knowledge based businesses often complain that graduates lack the capacity to learn new skills and assimilate new knowledge. Globalization makes it easier for businesses. It makes demand for more flexible and general skills.

- Global sharing of knowledge, skills, and intellectual assets that are necessary to multiple developments at different levels.
- Globalization in education may end up creating more legitimate opportunities for a few advanced countries for a new form of colonization of developing countries.
- It improves educational opportunities by enabling educators and students to overcome barriers of distance and by enhancing the content of instructional materials.
- The effects of globalization in education are that students from all over the world are learning the same material in the same ways. This allows employers to hire people globally and expect them to have the needed skills.
- There has been a massive impact that globalization has had on education. Children now can learn about the different cultures of the world no matter where they are from.
- For example, globalization provides IT knowledge all over the world. This knowledge makes lives of people easier and more comfortable. The use of IT to deliver lessons or training from instructors in one location to students in another is frequently called “distance learning.” Distance learning has been around for a long time. For many years people have listened to recordings of classroom lectures or other educational presentations, and millions of people have watched educational programming on public television’s channels.
- Creation of new educational networked organizations.

THE DEVELOPMENT OF GLOBALIZED SOCIETY

Шевчук Софія

Globalization is an inevitable phenomenon in the history of mankind, consisting in the fact that the world becomes more interconnected as a result of the exchange of goods and products, information, knowledge and cultural values. The process of globalization in recent decades has affected the most diverse areas of human existence. Of course, today we can speak not only about economic globalization, but about also cultural globalization, which has its own characteristics and dynamics. Cultural globalization refers to the transmission of ideas, meanings, and values around the world in such a way of extending and intensifying social relations.[1]

Globalization started over 500 years ago when European countries first began to colonize and imperialize other territories, such as Southern Africa, India, and North America’s East coast. Along with these territories, civilizations dating back thousands of years were introduced to a way of life

that was far different from theirs, and was believed to be superior. As a result, cultural minorities were created.[2]

Since those times, globalization has been influencing all parts of our life. However, the influence increased significantly during the lifetime of a couple of last generations. If you take a group of 25-year old people coming from every part of the world, they will probably all have seen *The Simpsons*, *The Big Bang Theory* or other famous shows in their childhood. This gives them a common ground and makes them more similar across cultures. If you take older people, who most likely had more local entertainment in their childhood, they might have much less common ground.

The growing of globalization effects created a number of problems for cultural minorities:

1. The preservation of cultural identity

Cultural identity is an essential aspect of peaceful cooperation. People with a strong sense of identity are more likely to interact with other cultures. Languages especially play a major role in constructing the identity. Experts say that every two weeks, a unique language disappears with its last surviving speaker. One of the main reasons of languages vanishing is due to lack of provided education in school to pursue students to continue speaking them.

2. Discrimination of the culture minority

As the world is becoming more globalized and transparent, culture minorities are pressured to interact with the culture majority by working for global companies and accessing technology. Despite that, they have disadvantages on competing for jobs; discrimination also constantly emerges in working places from various nations. Nation-states are seeking for solutions to manage diverse societies, on ensuring the cohesion and inclusion with various national, ethnic, religious and linguistic groups. The objective for various groups is to practice their own culture identities and to recognize the values of others in the society.

3. Consumerist Culture

Multinational corporations create a consumerist culture, in which standard commodities, promoted by global marketing campaigns, create similar lifestyles that are sometimes humorously referred to as “Coca-Colonization”. Often, Western ideals are falsely advertised as universal, leading to what is called cultural imperialism. Popular culture and mainstream news media pressure on societies to adopt typically Western lifestyles, especially towards the youthful population in which English is widely used and seen as imperialistic.

4. Exploitation of Resources

With globalizations need for unlimited resources, transnational corporations have been exploiting the natural resources from ancestral lands of the culture minorities. The most archetypal example of this is the exploitation of gas and oil in the Amazon Forest, which involves at least 35 transnational corporations from the United States of America, Japan, and Europe.

Conclusion:

Globalization is the predictable result of the world development, which provides easier and tighter communication between cultures. As barriers to travel and communication break down due to technology and opportunity, humanity naturally becomes closer and small cultures and communities will need to work to preserve their unique traditions.

It is worth mentioning that globalization has a number of positive effects; however the negative effects prevail in the sphere of national cultures.

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ГЛОБАЛІЗАЦІЙНІ ПРОЦЕСИ В СУЧАСНОМУ СВІТІ

Шпілька Іван

In our time, probably no one can deny that the globalization process has become one of the main topics of the 21st century. It has touched on the very different areas of the human existence. And many of us think that this process is quite obvious and simple. Moreover, even I thought the same way. But if we delve into the globalization a bit more, it will appear to be very complex, multifaceted and controversial. And for me, the most controversial side of globalization is in the cultural sphere.

1) But what does cultural globalization means? Simply, it is the process when a particular culture of a particular nation becomes dominant on the worldwide cultural field and begins to complement or even displace elements of the culture of another nation or country, propagandizes its own values, views and politics. Nowadays, we can point to 3 directions of

theoretical view on globalization in cultural sphere: hyperglobalistic, globalist (localisational) and antiglobalistic.

2) Advocates of hyperglobalistic theory are seeing cultural globalization process as a necessary measure for the further development of the human civilization. Such theorists as Waters, Held, Goldblatt consider globalization as some kind of utopia for the human being.

3) Simultaneously, theorists of antiglobalization, such as Smith, Burter and Huntington think that the hyperglobalists' utopia can not be incarnated because of the differences in cultures and the whole specific of the civilisational construction of the world. We can call this theory the difference theory. It describes the beauty, importance and independence of every separate culture. Yet we can not accept it fully nowadays. The globalization process of cultural domination and invasion is our present.

4) The localization concept does not deny the globalization process and consider the unification of different cultural spheres but with some native cultural aspects remaining (Robertson, Berger).

5) But aside from the theories and concepts, what is globalization today? Nowadays it is mainly represented by the process called westernisation.

First of all, it should be noted that initially globalization was actually westernisation. Western culture considered to be the most progressive. It is and it always has been based on the strong and culturally-loyal economy of western countries, which has contributed to built the perfect, veiried mechanism for the production of cultural product and further distribution of it around the world. Yet we can not deny the cultural value of those products: it is considered to be a worldwide standard due to the progressiveness of creation technologies and the literacy approach to creating a product at all stages, from concept to marketing. There are the most favorable conditions for art formed in the West, precisely because of this, it is authentic there and is produced on such a large scale. The industry has built a whole cult around its own cultural product, it has become mainstream and now it is the province of the whole world due to mass and propaganda apparatus. And because of this dominance on the worldwide level, globalization today is westernisation. The simplest example is the cinematography.

6) But the globalization would not be such controversial topic if it was all about just the mediaproduct. Its main destructive force is the influence on the culture and traditions of other nations, especially the less developed ones. Western values (such as values of economic efficiency and political democracy), traditions and mostly fashion are beginning not only to complement, but to replace and force out native ones. For example, today

we can observe the interesting thing: Chinese youth begins to prefer using western cutlery to traditional chopsticks. This is a trifle, but it quite specifically reflects the essence of things and globalization trends in the cultural sphere. Tendencies are alarming. The same thing with mediasphere - following and imitation of the western art, for example in the music sphere, is quite obvious for us nowadays.

7) So what is in the conclusion? For me, the only thing which we can be sure in is the fact that our future while globalization processes is unclear. Today, it is generally believed the following vision of globalization.

According to the model of culture, globalization does not deny the cultural diversity existing in the world; it does not require people to abandon their national and cultural identity. It does not set itself the task of transition to a global, homogeneous, common to everyone culture, but the creation of information technologies that allow transforming and disseminating cultural values and samples existing and being created at a local level throughout the world. Globalization should not be viewed as a creative process of creating some kind of new culture, but the creation of new information technologies when the whole world becomes the audience of culture. Globalization allows an individual to enjoy the achievements of another culture without abandoning his own culture, which equally becomes the achievements of others.

THE IMPACT OF GLOBALIZATION ON ECONOMIC GROWTH. BENEFITS AND RISKS OF PROTECTIONISM

Шуль Валерія

Globalization has impacted nearly every aspect of modern life. While some U.S. citizens may not be able to locate Beijing, China on a map, they certainly purchase an overwhelming number of goods that were manufactured there.

According to a 2010 Federal Reserve Bank of San Francisco report, approximately 35.6 percent of all clothing and shoes sold in the United States were actually manufactured in China, compared to just 3.4 percent made domestically. Below is a look beyond the everyday implications of globalization and towards the economic implications that impact international investors.

Most economists agree that globalization provides a net benefit to individual economies around the world, by making markets more efficient, increasing competition, limiting military conflicts, and spreading wealth more equally around the world.

However, the general public tends to assume that the costs associated with globalization outweigh the benefits, especially in the short-term, which has caused problems. The Milken Institute's Globalization of the World Economy report highlights many of the benefits associated with globalization while outlining some of the associated risks that governments and investors should consider.

But, in aggregate, there is a consensus among economists that globalization provides a net benefit to nations around the world and therefore should be embraced on the whole by governments and individuals. Some of the benefits of globalization include:

Foreign Direct Investment. Foreign direct investment ("FDI") tends to increase at a much greater rate than the growth in world trade, helping boost technology transfer, industrial restructuring, and the growth of global companies.

Technological Innovation. Increased competition from globalization helps stimulate new technology development, particularly with the growth in FDI, which helps improve economic output by making processes more efficient.

Economies of Scale. Globalization enables large companies to realize economies of scale that reduce costs and prices, which in turn supports further economic growth, although this can hurt many small businesses attempting to compete domestically.

Some of the risks of globalization include:

Interdependence. Globalization leads to the interdependence between nations, which could cause regional or global instabilities if local economic fluctuations end up impacting a large number of countries relying on them.

National Sovereignty. Some see the rise of nation-states, multinational or global firms and other international organizations as a threat to sovereignty. Ultimately, this could cause some leaders to become nationalistic or xenophobic.

Equity Distribution. The benefits of globalization can be unfairly skewed towards rich nations or individuals, creating greater inequalities and leading to potential conflicts both nationally and internationally as a result.

Tariffs & Other Forms of Protectionism

The 2008 economic crisis led many politicians to question the merits of globalization. Since then, global capital flows fell from \$11 trillion in 2007 to a third of that figure in 2012. While some of that may be cyclical in nature, many countries implemented tariffs and other forms of protectionism designed to contain risk in their financial systems and make crises less damaging, although this comes at the cost of forgoing the benefits we've seen.

In the U.S. and Europe, new banking regulations were introduced that limited capital flows in order to reduce the risk of contagion. Tariffs have also been put in place to protect domestic industries seen as vital, such as the 127% U.S. tariff on Chinese paper clips or Japan's 778% tariff on imported rice. In developing countries, these figures are even worse, with Brazil's tariffs being some four times higher than America's and three times higher than China's.

The election of Donald Trump in the United States and the British vote to leave the European Union - known as the 'Brexit' - have also contributed to the anti-globalization movement. These trends have been driven by anti-immigration sentiments in Europe, although elections occurring in the past year have proven to be largely pro-globalization rather than anti-globalization.

Globalization may be inevitable over the long-run, but there are many bumps along the road in the short-run. These bumps are often spurred by economic crises or some of the negative consequences of globalization, but in the end, the world has always managed to learn that protectionism can make a bad situation worse.

All in all, globalization has impacted nearly every aspect of modern life and continues to be a growing force in the global economy. While there are a few drawbacks to globalization, most economists agree that it's a force that's both unstoppable and net beneficial to the world economy. There have always been periods of protectionism and nationalism in the past, but globalization continues to be the most widely accepted solution to ensuring consistent economic growth around the world.

ECONOMIC ASPECT OF GLOBALISATION : INTERNATIONAL CAPITAL FLOWS FROM THE ADVANCED TO THE LEAST DEVELOPED COUNTRIES

Ярмоленко Влада

Globalisation has three main aspects which are economic, political and socio-cultural. Economic aspect focuses on the integration of global economies as well as flow of trade and capital across nation borders.

Let me introduce to you economic aspect of globalization more thoroughly. Globalisation has encouraged more trades and increased the flow of capital among nations. For instance, businesses can seek their funding from foreign banks that offer the most competitive interest rate. MNEs have more flexibility to operate as well as locate their operations in

any countries that offer advantages (e.g. cheaper labour cost or closer proximity with the customers).

Traditionally the capital movements were considered important as they assisted in the maintenance of BOP (balance of payments) equilibrium. A country, having a BOP surplus, will invest or lend capital abroad and thereby offset the payments surplus. On the opposite, given a BOP deficit, it could borrow capital from abroad and remove the deficit. In the context of LDC's (least developed countries) like India, the international capital flows or foreign aid have much vital role to play.

The major benefits or advantages of capital flows from the advanced to the LDC's are as follows:

- **Technological Change**

The inflow of capital from advanced countries, apart from removing the capital deficiencies, brings in advanced technology and skills, organizational expertise and market management, helps in training of domestic skills.

- **Development of Heavy and Basic Industries**

The industrial transformation of LDC's requires the development of heavy and basic industries such as steel, heavy electricals, machine tools, heavy engineering, etc.

- **Creation of Employment Opportunities**

As the foreign capital builds up infra-structure, assists in the setting up of heavy, basic and key industries, taps the sources of raw materials, opens up new markets, there is substantial expansion of employment opportunities in the developing countries.

- **Removal of BOP Deficit**

The foreign exchange component of development programmes is invariably large. They are obliged to make provision for debt servicing. In such conditions, they are faced with mounting BOP difficulties. A large inflow of foreign aid can take care of payments for imports and servicing of external debts and BOP deficit can be removed.

Dangers of Capital Flows:

Even if the benefits of international capital flows are fully acknowledged, yet it is not realistic to overlook certain dangers inherent in it or the problems that are associated with them.

- **Wasteful Use of Foreign Capital**

The foreign capital, when easily available or when available free or at the concessional interest rate is likely to be misutilised in the low priority projects engaged in the production of luxury goods or other wasteful products.

- **Tied Foreign Capital**

The aid-giving countries impose generally arbitrary and unacceptable conditions upon the recipient countries. For instance, they tie aid to the purchase of capital goods and raw materials from the specified suppliers belonging to these countries.

- **Political Domination**

The aid-receiving countries have often to face the political pressure from the donor countries.

To sum up, in general international capital flows have a lot of pros, but it also has cons. So LDC, which wants to get only benefits from such partnership, has to consider all advantages and disadvantages.

Секція 2 Ефективний міжкультурний дискурс: подолання мовних бар'єрів у контексті професійної діяльності

CULTURAL AND LANGUAGE BARRIERS IN THE CONTEXT OF PROFESSIONAL COMMUNICATION

Безсмертна Олександра

More companies rely on a global workforce to meet the needs of today's international economy. This means employees are dispersed in key markets around the globe, and bring diverse cultural and linguistic backgrounds to the job. Language differences exist in verbal, written and non-verbal communication, and they can be significant barriers to successful intercultural communication

Verbal communication. Different spoken languages are obvious barriers to effective communication in international business. However, becoming fluent in a new language can take many months, even years of intensive study and most organizations do not have the time or resources to enable employees to improve their language skills. Problems can arise when a person must rely on their knowledge of another language in order to operate in another country or work with a person from another country. If their language skills are slightly rusty or they are not as fluent as they should be, serious problems in understanding can emerge. The most obvious example of a language barrier: people speaking languages native to different regions and their language may involve a lot of jargon, slang, idioms or technical language. Another example of a language barrier is dialects. People can technically be speaking the same language, but dialectal differences can create misunderstandings and gaps in communication. India, for example, uses over 22 major languages, written in 13 different scripts, with over 720 dialects. That leaves a lot of room for linguistic mix-ups. A final example you should be aware of is language disabilities such as stuttering, dysphonia, and hearing loss. A way of getting around these language difficulties is to employ the services of an interpreter – this is often the only practical solution in many international business situations.

Written communication. When organizations operate in an international context, it may lead to problems with written communication. Written documents that may be considered appropriate in one culture may not necessarily be appropriate for another culture. Also the level of

formality needed in written documents can vary from culture to culture. Writing styles commonly used in some cultures may be offensive to others. The content and style of written organisational communications may differ between cultures. In some cultures, a direct approach is favoured. In others, the main message is preceded by polite words that have little or nothing to do with the main purpose of the message. Strong statements in written messages in some cultures may be considered as improper or even rude in other cultures. For example, most written communications from Japan are apologetic in tone, containing statements that place the writer in an inferior position to the recipient. Japanese executives may consider written documents received from American executives too bold and directional. Conversely, the American perception may be that the Japanese are weak and uncommitted to their positions. Customs and practices in written communications vary greatly from culture to culture.

Non-verbal communication. Non-verbal barriers to intercultural communication can often pose greater problems than language barriers. Many non-verbal cues carry different meanings in different cultures – in some cultures their meaning may be strong, while in others they may mean very little or indeed nothing at all. Non-verbal communication includes a posture, facial expressions and gestures. However, it also involves personal distance, sense of time, dress and pitch or tone of voice. For example, the British typically regard Germans and Americans (among others) as speaking too loudly. However, in Arabic countries, loudness is associated with sincerity and forcefulness, but not when dealing with superiors, when a softer tone is used. Non-verbal communications operate subconsciously, and as a result generate feelings which are difficult to recognize and rationalize. It is, therefore, a very powerful means of conveying feelings but it is extremely difficult to control.

Language barriers can be a challenge and effective communication can be ruined by differences in language and culture, but working with people of different cultures and backgrounds is what drives innovation, creativity and success. The solution is language training. It helps facilitate collaboration, foster inclusion and cultural understanding amongst team members, and streamline the flow of idea sharing and collaboration.

PECULIARITIES OF PERFORMING BUSINESS ACTIVITY IN DIFFERENT COUNTRIES

**Бурлака Марина,
Марчук Ірина**

Integration of national markets, services, capitals, active migration of people, international trading are the main components of such process as globalization. It leads to increasing foreign economic, political, cultural relations between different countries.

Nowadays more and more people try to run their business in different countries and have business relations with partners from more than one continent.

Due to different scientific studies only 7% of population has the special feature to perform business activity successfully. And it is essential not only to have this very rare feature but also understand the peculiarities of performing business activity in different countries and estimate the chances of doing business there.

There exist the crucial differences of running business in such countries as United States of America, Great Britain, Japan, Germany, United Arab Emirates, and Ukraine regarding to geographical location, political situation of the country, cultural and religious factors e.g.

There is a list of main peculiarities of business performing of these 6 countries:

The main peculiarities of Americans business are independence, rivalry, punctuality and energy. Americans don't deal with non-perspective projects. The goal of any activity is to gain a big profit.

Business talk with a cup of tea is a singularity of business activities in Great Britain. During some conversations British people commonly use humor and keep up traditions.

It is very important take into consideration peculiarities of national character of the Japanese. Here people try to run a business only on their native language. They prefer personal meetings instead of telephone conversations.

Time-table and order of priority are main features of business activity in German. The Germans perform all their duties and expect the same from others. Don't have meetings with them at non-working period, it doesn't bring you any success.

5 times a day to postpone all affairs to offer a prayer is specificity of United Arab Emirates. Meal is a center figure of any business conversation in this country. One of the most important things is the respect to their culture.

Ukraine, unfortunately, doesn't play a huge role in global business as previous 5 countries. Our country tries to get such strategic partners as USA, Great Britain, Germany, etc. But Ukraine is developing, and perhaps in some years it will be one of the main countries in world economy.

So, due to the process of globalization it is very important to discover and study culture, traditions of partner countries and the peculiarities of business performing in them to be more successful in running your own business on the international stage.

WAYS TO OVERCOME LANGUAGE BARRIERS AT WORK ABROAD

Євтушенко Тетяна

Nowadays labor migration is one of the main factors determining the development of the international economy. And it has both, positive and negative consequences. Among the negative consequences of labor migration, experts distinguish the deterioration of the labor market and demographic losses of the population. It is known that the most skilled and reproductively active part of the population - young people - often goes to work abroad beyond Ukraine.

Moving abroad people are faced to a new culture, a new language and an unusual style of communication in the group. People get to know local population or other foreigners who, just as themselves have come from other countries. Even having learned the local language before moving, people are faced to a new pronunciation or new words and phrases. People need a living communication, new acquaintances, because a person is a social creature.

Among the factors that impede communication in a limited space, and sometimes lead to its complete blocking, communicative barriers play a leading role. Communicative barriers are one of the causes of the emergence and deployment of various conflicts or misunderstandings that arise both in the process of ordinary communication and in work processes

That's why among the most widespread problems during working abroad, Ukrainian workers calls the language barrier.

People are often nervous because they feel that their knowledge of a foreign language is poor to speak fluently and therefore they do not want to be involved in communicative activities. In fact, their linguistic competence may be comprehensible enough, but they are too demanding to themselves and consider differently.

Therefore, motivation for studying and improving the foreign language and understanding the importance of communication are very important. There are two types of motivation: integrated and instrumental. Integrated motivation is internal, that is, people learn because they like studying, to get known something new, to develop themselves. Instrumental motivation is caused by external factors, it prompts you to learn a language, guided by beliefs such as getting a better position or holding on to an existing one. The effect of such motivation is temporary - many people cease to learn the language, having received the desired result. Some people are getting acquainted with a foreign language, having a rather strong motivation to succeed, but encountering some difficulties, partially or completely lose their desire to improve and stop participating in communicative activities in the classroom.

It can be difficult enough to communicate effectively in new working environment but overcome language barriers is even more complicated.

Here are some techniques which can be found helpful for communicating around a language barrier in new work places:

1. For better explanation of certain moments, face-to-face communication is the best variant. Sometimes phone calls can be confusing or emails are difficult to understand. Speaking in-person can help your employer or colleague to understand your intentions better.

2. Ask colleagues for help. Usually the best variant to get an explanation for something is to ask for help to a person who is native speaker and knows the local uses of the language.

3. Save time. Don't wait for explanation, if you misunderstand a task or something else. Act right away because it may be too late and will reflect poorly on your work.

4. Learn the language. It takes a lot of efforts and time, especially when it is not so much. However, even the least effort of study can help bridge the gap at communicating with your colleagues and employers. It will not only help in understanding, but will also make a positive impression on employees

One of the major challenges of going abroad is confronting and overcoming language barriers. But this is a challenge that you should not be afraid of and try to overcome.

GLOBALIZATION'S EFFECTS ON LANGUAGE

Завгородня Єлизавета

Globalization is generally defined as a process of growing exchange, interaction, and integration between people, governments as well as various types of organizations across the globe. Thus, international trade, capital flows, technological transfer, migration, cultural exchanges are some of the typical manifestations of this process. Though globalization is mostly associated with progress and economic growth and, therefore, is widely supported, an increasing number of critics point at several flaws and dangers related to this phenomenon. In their understanding, globalization should be considered both a great opportunity and a great threat. Indeed, the increase in globalization has many effects on language, both positive and negative. On the one hand, it allows languages and their cultures to spread and dominate on a global scale. However on the other hand, it can lead to the extinction of other languages and cultures.

Definitely, language can be viewed as the substance of culture as it contributes to the formation of culture through vocabulary, greetings or humour. Language serves as an important symbol of group belonging allowing people to know what common heritage they share. Obviously, without a language, people would lose their cultural identity. Besides, languages are the essential medium in which the ability to communicate across culture develops. Knowledge of one or several languages enables us to perceive new horizons, to think globally, and to improve our understanding of ourselves and of our neighbours. Languages are, then, the very lifeline of globalization: without languages, there would be no globalization; and vice versa, without globalization, there would be no world languages.

It is generally estimated that there are about 6,500 different natural languages, with 11 of them accounting for the speech of more than half the world's population. Those eleven are: Mandarin Chinese, Spanish, Hindi, French, Bengali, Portuguese, Russian, German, Japanese, Arabic, and English. Other estimates relating to the future are of particular interest as they predict that only 40 percent of the present languages will continue into the 22nd century.

It is noteworthy, that more than half the world's languages have fewer than 5,000 speakers, and there are many hundreds that have as few as a dozen. Additionally, languages are disappearing all the time – it is estimated that a language becomes extinct every two weeks. Many governments around the world have attempted to protect their native cultures by imposing bans on what they declare to be foreign cultural

intrusions. Thus, the French Academy is on alert for invasive words from other languages, mostly English ones. Such words as “walkman”, “prime time”, “talk show” have been declared unwelcome foreigners, and the government has attempted – with fairly limited success – to replace them with French substitutes. Similarly, in Canada's French speaking province of Quebec, provincial regulations oblige immigrants to receive their college education in French, and require large-sized businesses to conduct all their transactions in French. The Chinese government has also attempted to protect the purity of its language by removing the use of foreign words.

Actually, non-English speaking countries are not alone in trying to protect their local languages. Within the United States over the last several decades a significant political movement has sprung up aimed at preserving the use of English. For example, the group “U.S. - English” was founded to ensure that English continues to serve as an integrating force among their numerous ethnic groups. This movement demonstrates the extreme sensitivity of cultural issues and instinctive reaction to what people perceive to be threats to their traditional ways of life. In fact, English is distinguished from the other languages by having very significant numbers of non-native speakers. It is clear that globalization is making English especially important not just in universities, but in such areas as computing, diplomacy, medicine, shipping, and entertainment. No other language is currently being learned by more people – the number of those actively involved in studying it is approaching 2 billion; and the desire to learn English reflects a desire to be plunged into a kind of “world brain”.

Anyhow, as English continues to grow as the global standard for communication, changes to the language are inevitable. The phenomenon of English adaptations is not new. Chinglish (the trend of English fused with Chinese), Ponglish (Polish English), Singlish (Singaporean English), Hinglish (Hindu English) are gaining momentum and popularity abroad. By 2020, native English speakers will make up only 15 percent of the estimated 2 billion people who will use or learn the English language. Most conversations in English are between non-native speakers. It is estimated that 300 million Chinese read and write in English, but do not receive enough practice, thus fueling the often ridiculed practice of Chinglish.

As far as the Ukrainian language is concerned, some changes have been witnessed during the past decades. They are connected with the declaration of the independence on the one hand, and the increasing participation of the country in the globalization processes, on the other. The growing interest of the Ukrainian citizens in the latest information technologies, first and foremost the Internet, has made the country open to external influence in the socio-political, intellectual and cultural spheres of

life. The language has not remained immune to this process: the abolishment of all restrictions on free information exchange has caused the extreme increase in the borrowing, codeswitching, and the parallel functioning of several languages in one communicative space. The effects of globalization have become noticeable in the educational sphere, due to the English language classes and access to the Internet. The functional niche of the Russian language in Ukraine has been replaced not only by Ukrainian, but by English as well. The most important issues to be faced are how national linguacultures are influenced by global English and what socio-cultural changes facilitate these influences.

In summary, it appears logical to emphasize that multilingualism and globalization can help people live in a more connected and a more interdependent world.

OVERCOMING LANGUAGE BARRIERS IN TOURISM SPHERE

Іванова Юліана

Every person faces communication problems in different spheres. They are resulted by some language barriers that means misunderstanding between interlocutors. Several barriers of misunderstanding are connected with the form and methods of information submission. There exist some types of communication barriers:

- phonetic barrier (misunderstanding of language, rejection of the pace of speech, inadequacy of speech and gestures to each other, i.e. the discrepancy between verbal and nonverbal components of the communication process);

- a semantic barrier (misunderstanding of meaning, when a person uses an incomprehensible jargon during communicating, gives own meaning to words);

- a stylistic barrier (the discrepancy of content, style and the form of presentation: the high style - about casual, and vice versa - the low style about elevated). There are other styles: for example, there is still a scientific style of presentation and everyday;

- a logical barrier ("it is not our logic, but such arguments are unconvincing to us", "it's a female logic," "it's a child's logic." The obvious or not obvious opinion of an authoritarian boss: "There are two kinds of logic - my and wrong ") [1].

I would like to pay attention to language barriers in tourism branch. Fear of language barrier is one of the reasons why people refuse to travel abroad. A person who does not know the language (in most cases, English)

feels very afraid of traveling, because he believes that he may not be properly understood and communication abroad will be unsuccessful. We should not think that in a foreign journey a person will be in an English-speaking environment. Much depends also on the specific country which the person is going to visit, because English is not native to many countries of the world (primarily Japan, China, etc.), only for 5-10% of the Earth's population. About 15-20% of people have studied it successfully. The rest of the residents are in the same position as those who wants to travel, but did not study English [3].

There exist some ways to make understanding foreigners easier. In order to overcome the fear you should remember at least 25-30 simple phrases in English (typical, such that it would not be difficult to use in questions or answers with people of another cultural environment). If a person is in a country where English is almost not used, it is necessary to study about 10-15 expressions in the local language, which without shame (at the first stage of the journey) can even be read from a piece of paper. It is advisable to install the translator on your smartphone with the mobile application. It is necessary to conduct several trainings on the translation of certain phrases formulated as easily as possible (in this case, the automatic translator will not make mistakes) and local people will quickly understand the tourist [3]. If you have opportunities, you can visit some courses to study language or just improve communication skills. It would be also a good idea to read books and watch film in original, in order to make out spoken language of another country.

Overcoming language barriers are necessary not only for travelers, but also for the experts for tourism branch. There are situations when a tour operator or a travel agent cannot find a common language with a foreign client precisely because of the lack of knowledge of terminology at the angle of another language.

Understanding of languages and excellent communication skills are very important to build a dialogue with foreign clients and deal with them. In addition, it helps to broaden the outlook and promotes human intellectual development [2].

However, it is not enough to know language on basic level. Knowledge of special terminology not only in Ukrainian, but in foreign language as well, plays a vital role in successful career of specialist of tourism industry. It is also important not to forget about skills of right translation while writing documents or discussing the future trip with foreign client [2].

In my opinion, the problem of language barriers should be resolved at the level of preparing of the future tourism specialist. The point is that

higher education institutions often do not pay enough attention to the study of foreign languages, although it is one of the factors of the successful career of a tourism specialist (especially for a representative of an international travel agency). It is necessary to promote the development of language skills by sending students to practice and internships abroad, stimulating them with grants for studying abroad and making excursions to international travel agencies. Furthermore, student has to improve his language skills himself, because all attempts are useless without the student's personal desire and diligence.

In conclusion, language barriers are widespread all over the world. That is why, problem should be solved globally. It has to be studied both from the side of tourist and the side of tourism expert. Tourist should know basic minimum to contact with foreigners and, if possible, enrich it with new words and constructions. Tourism specialist has more difficult task: he must orient in his field knowing not only native language, but at least one foreign. Therefore, it is important to take into consideration deep studying languages in institutions of higher education and stimulate students to improve their communication skills. It is impossible to get rid of this problem in full but it can reduce misunderstanding that in turn may improve the situation on the tourist market in a certain way.

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PHILOLOGISTS AND TRANSLATORS' PROFESSIONAL TRAINING IN THE CONTEXT OF MODERN LINGUISTIC GLOBALIZATION

Мохнюк Вікторія

The ongoing processes of globalization have made an impact on the most different aspects of life of contemporary society: sociology, law,

economics, cultural studies and primarily linguistics. The influence of globalization on the public life intensifies the problem of linguistic globalization in education since the language systems are being deeply affected now by integration processes. The growth of international and interlingual communication in all spheres of human activity necessitates highly skilled specialists capable of providing communication processes. Therefore, the problem of studying contemporary trends in philologists and translators' professional training is becoming extremely topical nowadays.

In political studies the term *linguistic globalization* is associated with the process of extremely active interpenetration of languages in the global environment, the spread of the English language as a tool for global communication among people who use it as either first, second or foreign language [1].

Philologists and translators' professional training plays a key role in modern philological education system both in Ukraine and foreign countries. Today translating becomes significant in the area of interlingual and intercultural communication implementation.

We believe that the process of philologists' training should enable the formation of highly experienced professionals based on global education. Translating competence is a fundamental element of philologists and translators' professional activities.

In our country, linguistic educational institutions also use the principal theories of intercultural communication in the process of foreign language learning [2]. However, we think it is efficient today to use a systematic approach which can be implemented at three main levels - theoretical, organizational and practical.

At the theoretical level, it is necessary to create a theoretical underlining of the main approaches to the representation of global education concept, the idea of intercultural communication, new methods of the educational process organization in higher education institutions and the theoretical foundations for integrated interdisciplinary courses development.

At the organizational level it would be possible to organize the development of new education and qualification programs for translators' professional training which would include new requirements for the translator's knowledge, skills and personality.

From a practical perspective we consider the prevention of cross-cultural conflicts during multicultural dialogue to be important in a specialist training process. Consequently, we suggest holding of business meetings with native speakers and experts, round tables, master classes, conferences, active participation in the forums, academic competition etc.

In particular, a group travel to the country, whose language is being studied, is also very effective.

The usage of pedagogical technologies based on interpersonal interaction, situations characterizing the samples of translators' practical professional activity are also of great importance for effective professional training of modern philologists. Such technologies are interactive - didactic games, various training courses, etc.

The worked out strategies aimed at encouraging future philologists to be engaged in exploratory activity, participation in international projects, internship and international student exchange play a significant role in philologists and translators' professional training. All these activities contribute to the ongoing self-development and self-actualization of an active and professionally-oriented individual.

All in all, we outlined the ways which are the most essential and important for highly-competent philologists and translators' professional training on the basis of the process of linguistic globalization, integration and principles of intercultural communication. The task of practical implementation of translators' training modern concept, taking into account the principles of intercultural communication, requires further consideration.

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OVERCOMING LANGUAGE BARRIERS IN BUSINESS

Мохнюк Марія

The present stage of our society development is characterized by radical transformations in its socio-economic and geopolitical structure, which leads to the business expansion and cultural ties with foreign countries. Communication, communicative competence and culture are increasingly becoming the determining factors for a successful business. When business messages need to be sent, speaking is used more frequently than writing. Thus, linguistic difficulties are some of the biggest barriers in communication between various cultures.

A language barrier is the lack of a common language that prevents two or more people from speaking to or understanding each other through verbal communication.

Conducting business in a foreign language creates various problems. Hence, it is recommended to learn the language of the country in which the businessman is going to implement partnership programmes or investments. At the same time, the requirements for the speech culture in business communication (including a foreign language) are rather complicated: the conciseness of thought presentation, the ability to use the comparisons, images, quotations and sayings of well-known businessmen, the ability to use the benefits of living language (its speed, voice modulation, pause, emphasis) and the ability to finish it with clear conclusions and proposals [2, p. 43].

Language barriers occur because of: shyness and self-doubt; being afraid of making mistakes; anxiety to cause laughter or disapproval; the lack of knowledge of a foreign language or inability to apply knowledge in the process of real communication; inability to express his or her opinion clearly; bad pronunciation; differences in intonation, i.e. the feeling that is conveyed by the speaker's words; using phraseological units or idiomatic expressions.

In addition, language barriers can be caused by the connotation of words, i.e. by their specialized, expanded meaning and the developed word polysemy, (the specifying word takes the meaning of the specified object as well), which is specific for each language and is completed in context. For example, in Polish «nie ma» (two words) is translated as «there isn't» or «we don't have»; the connotation is «there hasn't been for a long time and probably there won't be» [3].

Strategies for overcoming language barriers in business

Speak slowly and clearly. Focus on clearly enunciating and slowing down your speech. Even if you're pressured for time, don't rush through your communication [1].

Ask for clarification. If you are not 100% sure you've understood what others say, politely ask for clarification. Avoid assuming you've understood what's been said.

Avoid using idioms, slang or jargon. Other parts of the world won't recognize these words or phrases, so it's best to avoid them altogether. Jargon is fine for internal purposes as long as education has taken place.

Make documents easier to read. Avoid using Google translate, and hire an actual translator, as it will be worth it in the long run. Also diagrams and images help foreigners understand a lot better than written communication, so use them whenever possible [1].

Develop a multilingual website. Having the contents of your website translated into the native language of the markets you are expanding into will help you maintain a personal level of communication with your customers and will show that you care about how your brand is perceived internationally [1].

We believe that paralinguistics also plays an important role in the successful overcoming of language barriers in business communication. If one can learn to manage the impression one creates by one's body language, like facial expression, voice, then one can convey to one's interlocutor the impression of competence, reliability and dynamism.

All in all, it is not easy to overcome the language barrier; it takes patience and requires trial and error. Overcoming linguistic barriers requires adequate knowledge of both the foreign language as a source of new terminology and specialized lexis, finding the exact lexical counterparts, synonymy as a stylistic option for taking into account the specific communicative situation – in this way efficient business communication will be achieved.

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CULTURAL AND LANGUAGE BARRIERS WHEN DOING BUSINESS INTERNATIONALLY

Назарова Дарія

Globalization of business is the change in a business from a company associated with a single country to one that operates in multiple countries. That is why linguistic and cultural aspects become an issue for many business people all over the world.

Nowadays, many companies breaking into the international market underestimate the ever-present barrier posed by cultural differences. Business people with experience in international trade not only acknowledge the existence of cultural barriers, they use them to their advantage to help bring their business projects to fruition. Beginners to the international scene sometimes wrongly assume that behavior and business

practices are the same everywhere in the world. Doing so they increase the possibility of mistakes and even failure.

It is important to underline three main fields, which cause misunderstandings, mistakes and problems, when doing business and trade internationally: language, body language and ignorance of habits, traditions and rules of foreign business partners.

The first obstacle to overcome is usually language. Person does not have to master every language before breaking into foreign markets, but knowing some key words and forms of address is generally enough to establish a feeling of trust conducive to effective negotiation. According to the Economist Intelligence Unit, up to 64% of businesses believe that language barriers are hindering their progress towards international expansion. Meanwhile 49% state that during their international deals, misunderstandings have result in financial losses for them. Chinese and Brazilian companies are affected the most by financial loss due to language barriers. This is a huge concern, since it shows that businesses are not devoting the time and resources necessary towards language and cultural training. English is widely accepted as the universal language, with more people in China learning the language, than there are English speakers in America.

Apart from verbal language, body language and concepts of personal space can also be important aspects of doing business abroad. When meeting with foreign business people, it is important to pay attention to their gestures, which are often full of coded messages. It is a good idea to have a local advisor or interpreter with, who can guide and clear up any misunderstandings as they arise. Gestures of affection or appreciation may surprise if businessperson is not used to local customs. In some countries, a warm hug is nothing unusual and shying away from such gestures may compromise all efforts to develop new business relationship. In other countries, discretion and maintaining physical distance is important and failure to respect this may offend business counterparts. It is also recommended to learn about local religious practices and the role of senior business people, the elderly, politicians, leaders and so on to avoid committing a faux-pas. In some countries, a business partner may be considered to be too young to discuss business with an experienced CEO.

The third aspect, which directly relates to language and cultural obstacles, is also very important to know. In certain areas of the world, a simple gift may be interpreted as a bribe, while in others presents are commonly solicited to further negotiations. Playing a game when you do not know the rules puts a business venture at risk. A good knowledge of customs related to the giving of gifts, tips and other types of favors is

essential to doing business abroad. Entrepreneurs who lack experience overseas may fail to understand that they have just been asked for a bribe because the request was too subtle, which may hold up a business venture.

In order to avoid and overcome language barriers businesspeople should follow some tips. First of all, it is necessary at least learn the basics of a new language like greetings, warnings, and work phrases. Also if the country has several languages, businesspeople can show their knowledge of that. If it is hard to learn, another way is to find a professional interpreter. When speaking English to overseas partners, it is better to avoid any sort of confusion by using more formal English and staying away from jargon and slang words that would not be recognized in other parts of the world. In addition to this, Google Translate is still one of your best online resources to help break the language barrier since it is simple and basic.

PERSONAL DEVELOPMENT OF SPECIALISTS AS THE MAIN FACTOR OF COMPETITIVENESS

Панасюк Таїсія

Explanations of personality can be focused on many factors, from genetic zones and personality traits. The research of individual development as a person develops and changes throughout life.

For better studying ourselves, our strengths and weaknesses and preferences, we analyze ourselves. It's helping people determine what kind of career it suits her, how much they can do some work.

Staff development is not a prerequisite for the functioning of any enterprise. Especially modern changes in requirements for professional knowledge against the background of scientific and technological progress. Staff development should be continuous, including professional training and qualifications.

Competitiveness of the personnel represents the own ability of specialists to realize a set of personal, professional and business qualities and satisfaction of the requirements of employers. Increasing the level of competitive advantages and competitive position of the personnel serves as the basis for achieving the overall strategic goal of the company, and also remains a competitive power of the enterprise.

Promoting the competitiveness of staff will diagnose new staff, which will determine the priorities of future professionals predict and plan their career, and thus formulate motivation staff to develop the necessary entrepreneurs' competencies.

Self-knowledge, self-criticism, openness to change are the basis of personality mobility. In the modern world, which is rapidly changing with the development of nanotechnology, each of them has new professions for successful self-realization; a person can be flexible, creative, and able to make choices and self-improvement.

Self-improvement contributes to the development of intellectual, emotional-volitional, moral and psychological qualities, necessary personalities for the independent and creative construction of his life, which is a guarantee of self-realization of personality. The main qualities for a future employee are creativity, adaptability, ambition, practicality, as well as object and analytical thinking.

The main thing, in my opinion, is the establishment of cooperation (cooperation, equal interaction) between individuals: it helps to develop the interaction. This requires that people not only clearly understand themselves and their significant personally for themselves, but also know what is necessary to maintain connections and interactions with members of society.

One of the main areas of personality development is the organization of mutually beneficial processes of development of competitive and personal abilities. The development of personnel contributes to the growth of skills, approximation, knowledge of the employee, increases his intellectual, spiritual, professional level, all this in turn increases the competitiveness of the hired employee in the labor market.

Competitiveness of an employee is a reality and potential ability, business and professional competence, initiative, inventiveness at work, a sense of responsibility that distinguishes it from other employees of the same specialty and allows maintaining competition in the labor market.

INTERDISCIPLINARY RESEARCH IN THE UKRAINIAN EDUCATION

Самойленко Дмитро

In the modern society, the sphere of education is becoming increasingly important, given its impact on the socio-economic development of society, the formation and reproduction of human capital, the introduction of innovative technologies that ensure the progressive development of the state. The development of science and technology is closely linked to the development of the educational sector, its quality and proactive nature. In addition, globalization and integration processes in the world, the formation and development of information space, and, therefore, the total Informatization of all spheres of society, the emergence of

fundamentally new forms of communication, largely influenced the process of formation of new scientific knowledge, technologic research, interaction of various scientific sectors. In the globalized world, a necessary condition for overcoming large-scale and complex problems facing humanity is the integration of efforts by specialists of different Sciences, the expansion of boundaries in disciplinary research, and in the training of future specialists—ensuring a high level of integration at professional knowledge against the background of increasingly accelerating differentiation of academic disciplines. Thus, in the implementation of research increases the importance and relevance of the interaction of representatives of various branches of scientific knowledge. The fragmentation of scientific thought (and, consequently, scientific institutions) behind the subject of the study, as required by the canons of non-classical science, led to the formation of a theoretical system describing certain sections of reality, but do not form an integral "theoretical space", which should exclude decision-making (economic, political or engineering) in spite of the vital interests of mankind.

Scientists at different branches of science cover the problems of interdisciplinary research: V. Ogneviuk, L. Zahvoyska, I. Matyas, A. Athanasou etc. This problem is largely related to the Humanities, in particular pedagogy, since the division of this branch of scientific knowledge into separate areas, a significant proportion of subjectivism in research make it difficult to obtain a holistic result.

In recent years, Ukraine is actively developing a new scientific direction of integrated research in the field of education. Problems of educational development, which were discussed by Ukrainian and Polish scientists at the scientific seminar in Warsaw (2011), are reflected in the collective monograph (2011). The education has become fundamentally different and qualitatively different from the previous traditional views. The education is the process of external influence on the assimilation by the individual of the generalized social experience and values; a result, the level of general culture and education of people; the value (state, public, personal); social institution, influencing the state of consciousness of society; socio-cultural phenomenon, a system of various educational institutions and educational institutions.

The development of modern education requires the research at disciplinary and signs of inter- and multi-disciplinary. A qualitatively new level of the research can be provided based on the education, methodologically aimed at the study of objects and phenomena with a "hard" type of interdisciplinary. The differentiation criterion between pedagogical research and research in the field of education (Sciences) can

be considered a type of interdisciplinary research, respectively, "soft" or "hard", which defines a narrow or broad interdisciplinary. The interdisciplinary research promotion in the educational field should take place through educational programs, the establishment of various centers and the establishment of institutional contacts, as well as the elaboration of financial policies to support such research, the creation of mechanisms for coordination and support of interdisciplinary projects in the field of education at the national and supranational levels. According to most forecasts, social and human Sciences will become a leader in the interdisciplinary research.

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LINGUISTIC BARRIERS IN ORAL BUSINESS COMMUNICATION

Степаненко Наталія

Linguistic difficulties are the biggest barriers in communication between various cultures. The first level of potential problems is related to the basic meanings of words. The second is that caused by the connotation of words, i.e. their specialized, expanded meaning and the developed world polysemy. Idiomatic expressions are another source of confusion. The third group is the differences in intonation in speaking. Paralinguistics plays an important role in the successful overcoming of linguistic barriers in business communication. In modern communication theories the message is viewed as a cultural semiotic structure, which makes it possible to describe the multilayer process of production and translation of the meaning. Moreover, society is a self-reproducing structure. In modern society activity oriented towards understanding has a main position and prevails over activities oriented towards achievement of goals. This means that social processes of integration, socialization, institutionalization, etc. take place in communicative sphere. For successful business, communicative competence is becoming the determining factors. Important activities in business are participation in press conferences, presentations of new products, delivering speeches.

Business specialists devote more time to receiving information than to sending. In order to do that successfully, they need to have good reading and listening skills. Conducting business in a foreign language creates various problems. It is recommended in many cases to learn the language of the

country in which the businessperson is going to implement partnership programs. The advantages are predominantly psychological: certain vulnerability and isolation are overcome; better connections are created, more business contacts are established. Even with perfect command or translation the foreign language creates at least four types of problems. The first level of potential problems is that related to the basic meanings of words. Some words are non-translatable literally. The invasion of foreign words with a status of loan words not only in scientific terminology, but in wider communicative professional contacts is obvious, especially in the sphere of economics, business. Very often a reason for such problems is the ignorance of the grammatical system and the syntactic structure of the language that provided the lexis. The second level of lexical problems is caused by the connotation of words, i.e. by their specialized, expanded meaning and the developed word polysemy, which is specific for each language and is completed in context. Phraseological units are another source of confusion. These semantic and word formative inaccuracies result in other violations of the linguistic norm as well: the borrowing of syntactic structures, stylistic and graphic peculiarities specific for the source, creates ambiguities – the aim of the message is disturbed. The third group of potential linguistic barriers is caused by the differences in intonation, i.e. the feeling that is conveyed by the speaker's words. For example, in some cultures the tone is more formal and in others it is more emotional, in some it is more polite, in others more indifferent, in some more impersonal, in others more partial. A businessman has to choose on his own when and to what extent he can make corrections in the tone of his writing or speaking in communicating with representatives of other cultures.

Paralinguistics is concerned with how words are spoken, i.e. the volume, the intonation, the speed etc. In intercultural communication, paralinguistic differences can be responsible for, mostly subconscious or stereotyped, confusion. For example, the notion that Americans are talking "too loud" is often interpreted in Europe as aggressive behavior or can be seen as a sign of uncultivated or tactless behavior. A Japanese proverb says, "Those who know do not speak - those who speak do not know"; this must come as a slap in the face of, for example, US Americans where even a slight silence is often seen as embarrassing, and hence is filled up with speaking, something often perceived as hypomanic. Similarly, but different in usage, is the avoidance of silence in Arabic countries, where word games are played and thoughts repeated to avoid silence.

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HOW I SEE THE PROBLEM OF LANGUAGE BARRIERS IN THE INTERNATIONAL RELATIONS

Кириленко Валерія

Everybody knows, it is a challenge to launch a business in one's own country, but even more difficult to expand operations overseas.

While taking in cultural, financial, and legal considerations are all important, overcoming the language barrier is the most difficult challenge every day.

According to the report of the Economist Intelligence Unit (research division of the Economist Group), 61% of international companies face difficulties due to cultural and language barriers to entering new markets and developing markets where they already operate. Pankegge Gemavet, professor of global strategy at IESE Business School in Spain, found out that if two countries have a common language and use it in trade relations, these relations are 42% more successful than in countries that have a common business but speak different languages. About 50% of companies admitted that mutual misunderstanding prevented them from concluding important international transactions and eventually led to significant losses. Nevertheless more than three in four companies that participated in the research confirmed that they have plans to expand their business outside their country within three years. So they will have to overcome the language and cultural barriers.

The problem of language barriers is not just a nowadays problem. Lazar Zamenhof in the late 19th century introduced Esperanto to the world – a constructed language, whose purpose, Zamenhof hoped, would minimise mutual misunderstandings created by the lack of a common language between people of different ethnic and linguistic backgrounds. Nowadays Esperanto is not widely used. Only about 2 000 000 people all over the world can speak it. It seems to me, this is not a bad idea to use one language as a communication tool, that unites rather than divides people. This is valid more than ever in today's dynamic world of a globalized economy. I think, Esperanto can be the second language for everyone in the World. This would allow, firstly, all nations to develop their national languages and cultures equally, and, secondly, would lead to a greater understanding between people, countries, even economies. Therefore, Esperanto is the path to peace, democracy, true internationalism and globalization throughout the world. Esperanto is not a difficult language for studying by Europeans, maybe a little bit difficult for Asians, but anyway Chinese is also not a simple language.

Nowadays English is the one language which companies expect their workforce to know in order to succeed on an international scale. More than two-thirds of executives who participated in the survey consider English to be essential, followed by Mandarin (8%) and Spanish (6%) as the next most popular languages.

But language is not the only problem. Every country has its own mentality, differences in cultural traditions, different workplace norms, standards of business etiquette and so on. All these aspects should be considered than the aim is to overcome the language and cultural barriers in the professional activity. For example, much in behavior, in manner of speech, even the way of negotiation originates from the ancient culture of any country. There are three groups in the classification of cultures in business communications:

1. Task-oriented-it is a culture of people who are focused on a certain task or a business, clearly plan their actions, start new activity after finish the previous one. Typical representatives of monoactive culture - Germany, the UK, the USA, Denmark, Switzerland, Sweden.

2. People-oriented- the culture of people,who are focused on the relations, prefer to do several actions at once. Typical representatives are Italy, Latin America, Commonwealth of Independent States (CIS) countries (Azerbaijan, Armenia, Belarus, Kazakhstan, Kyrgyzstan, Moldova, Russia, Tajikistan, Turkmenistan, Uzbekistan and Ukraine), Arab countries.

3. Respect-oriented listeners- these people respect their traditions, they are so called “carefull listeners”. Typical representatives - China, Japan, Korea and other eastern countries.

Mistakes in the behavior, in the manners in the international communication are even more dangerous than linguistic ones, as they are perceived more painfully by the people.

So, I would like to say there are several ways of overcoming the language barriers in business activity:

1. It is necessary to study the culture of a foreign country. The best way to do it through the literature.

2. To observe the people’s behavior.

3. Prevent disapproval. We don’t have the right to judge the traditions of other people.

4. Respect the culture of other country.

5. Communicate with people on their languages, paying great attention to the traditions of their communications.

At the end I want to summarize. The survey says: the improving of the international communication skills boosts income of the company on 89%, profits on 89%, and helps increase market share - 85 %. The most serious

threats in international relations lie in the difference of cultural traditions (51%), different norms of corporate behavior (49%) and language barriers (27%).

So, the overcoming of a language and cultural barriers is a very difficult process, but very important and necessary in the terms of globalization. Besides, it is very interesting.

EFFECTIVE INTERCULTURAL DISCOURSE: OVERCOMING LINGUISTIC BARRIERS IN THE CONTEXT OF PROFESSIONAL ACTIVITY

**Головченко Катерина,
Іваненко Вікторія**

The theme of our presentation is “Effective intercultural discourse: overcoming linguistic barriers in the context of professional activity”. And today we are going to discuss important issues in the field of linguistic and communication. Our aim is to discover and investigate this problem and then find the most effective ways of overcoming it. We think everyone agrees that our life would be so much easier if everyone communicated well with each other, and misunderstandings were resolved easily. As globalization and communications are bringing the world ever closer together, ever more urgent is the need for global citizens to be competent in other languages. Unfortunately, this is not the case in real life, especially in today’s diverse workplaces where people from different walks of life have to work together in the same environment. And here the problem of linguistic barriers in the context of professional activity arises. Nowadays diversity is typical for most workplaces. With the advancement of technology, it is commonly to deal with clients and customers from all over the world. Language barriers may make it difficult to communicate effectively, cultural differences may inhibit internal and external customers from being comfortable enough to open up, socialize or bond with each other. Without effective communication skills there are a lot of rooms for misunderstandings, misinterpretations and tension between co-workers. So, in order to work well in a team and in a company, you need to know how to overcome communication barriers.

First of all, let’s consider what does the term “language barrier” means. A language barrier is a figurative phrase used primarily to refer to linguistic communication barriers, i.e. the difficulties in communication experienced by people or groups speaking different languages, or

even dialects in some cases. Simply put, it is a difficulty for people communicating because they speak different languages.

For example, in a language class there are situations when students feel psychological tension to perform their communication skills in a foreign language. This tension also causes fear and frustration, which are the main language barrier components. Similar difficulties occur at multinational meetings, where translation services can be costly, hard to obtain, and prone to error. Different causes of this problem emergence are distinguished: features of the intelligence of those who speak; unequal knowledge of the conversation subject ; different lexicon and thesaurus (a set of concepts from a certain field of knowledge); psychological peculiarities of the partners ; social, political, professional, religious differences, etc.

The problem of linguistic barriers in the context of professional activity leads to different problems.

- For example, In 1995, 24,000 of the freshmen entering the California State University reported that English was their second language; yet only 1,000 of these non-active speakers of English tested proficient in college-level English. Numbers such as these make it evident that it is crucial to acknowledge the challenges that language can present. Language difficulties impact not only information-gathering skills but also help-seeking behaviors. Lack of proficiency in English can be a major concern for international students.

- Language barriers also influence migration. Emigrants from a country are far more likely to move to a destination country which speaks the same language as the emigrant's country. Thus, most British emigration has been to Australia, Canada, or New Zealand, most Spanish emigration has been to Latin America, and Portuguese emigration to Brazil. And even if the destination country does not speak the immigrant's language, it is still more likely to understand immigration speaking a language related to that of the emigrant.

Over 80% of Americans think that employee communication is a key factor in creating trust with their employers.

It's clear as day that bad communication not only creates an unpleasant work culture but also hinders the productive output of an organization. Many organizations don't place a priority on communication – but **COMMUNICATION IS KEY**. Here are 2 Deadly Communication Barriers and How to Solve Them

- **Hierarchical Barriers.** Hierarchies are necessary for organizations to function, but communication issues often arise when two employees of different statuses interact with one another. For the person in a more senior

position, there can be a temptation to dismiss the messages passed on by a subordinate, simply because the subordinate is on a lower rung in the organization's hierarchy and vice versa. **Solution: Encourage Feedback.** Despite differences in status, it's crucial to remember that all employees are working together to fulfill the organization's goals. If negative feedback and constructive criticism help the organization to flourish, then this should be thoroughly encouraged. If senior leaders are not able to take constructive criticism without being offended, they should not take place. For the organization to thrive; large egos might have to be pushed to the side.

- **Language Barriers.** Linguistic misinterpretations can be a serious communication barrier, particularly in organizations that are expanding overseas. Workers in your engineering department may use significantly different terminology to those in your sales department, so it's important to keep everyone on the same page. **Solution: Create a Documented Communications Policy.** This will encourage employees from different backgrounds to interact with one another in a clear and effective manner.

One of the challenges of having a diverse workforce is knowing how to create a work environment of inclusion that allows all employees to reach their full potential. In today's diverse workforce it's highly likely you will have employees working for you who don't speak your language. Language barriers make it difficult to give direction, explain your expectations, or provide performance feedback to those with whom you cannot communicate effectively. Here are a few things you can do for those employees who are not successful in learning the prevailing language of your work area:

- **Use repetition.** As with any new concept, most people don't learn something the first time they hear it. Employees need to hear the same message over and over before they fully grasp it. Don't expect people to learn or understand something after being told only once. This is true of all of your employees whether they have a language barrier or not.

- **Use visual methods of communication** more than audio. Show more than tell. Explain things with pictures as much as possible. Take a lesson from the airlines in how they convey their safety instructions. Use pictures in your instruction manuals rather than words. Almost every step in every process can be described in picture format. Give your employees signs, cue cards, or other methods to help them learn.

- **Translate all relevant documents** into the primary language of your employees. There are several free websites that translate text from one language to another. However, when you do this you have to be careful since the translation is not always in the exact same dialect as that of your employees. Also, sometimes the meaning of a word used in written

translation does not always correspond to the meaning you wish to convey in your work documents.

- **Provide language classes** for your employees on the basic language requirements for your business. Teach them work words, phrases, warnings, and other critical communication elements that are necessary for them to perform to your performance standards. Teach the *basics* first. Give all of your employees a *survival* crash course in the predominant language of your workplace. Later, if you have the desire and the resources, you can provide additional opportunities for your employees to learn the language skills they need in order to *thrive* in the workplace.

- **Use an interpreter** whenever you give instructions or provide feedback to your employees. There may be someone in your organization who speaks both languages fluently enough to convey your message to your employees. Find someone whom you trust to properly translate your instructions and feedback.

TRAVELLING AS A PART OF CAREER IN GLOBALIZED WORLD

Намчук Марія

There are many programs of internship abroad. These programs are conducted by domestic and foreign organizations - intermediaries between departments of different states and consumers. They can be compared with travel agencies, but they do not organize rest, but study and work.

All programs are designed to ensure that young professionals in the internship process acquire the necessary knowledge and experience to organize their own business in their homeland. Therefore, when passing an interview at the embassy you need to show your desire to go home. But you can not exclude the option that you like the host company and it will offer you to stay.

The United States, Canada, Australia, New Zealand, Germany, the United Kingdom, Ireland, Malta, Australia, Spain, Italy, France and other countries are involved in this process of learning and exchange of experience.

Most domestic companies for organizing study trips offer internships in the field of hotel and tourist business. In foreign companies, the range is more interesting: management of medical institutions, pedagogical activities, business and commerce, finance, accounting, marketing; librarianship, law, advertising, printing, public relations, web design, show

and art business, civil engineering, programming and IT, design and architecture.

If you have a need for internships in the service sector, the program for studying abroad Work and Travel (W & T) for students who speak colloquial English is considered the most prevailing today. This program is widely known among student youth. The most attractive in it is its self-sustainability. Having spent money on air travel, visa application and medical insurance, an intern trainee can earn from one to four thousand dollars for summer holidays. And the main thing is to gain experience in practical work in supermarkets, hotel industry, leisure industry and other European countries, USA, Canada, Japan and China.

Internship for future specialists in technical, natural sciences and specialties can be found through the student exchange organization "International Association for Exchange Students for Technical Experience" (IAESTE). The Association offers a wide range of internships in consulting companies, enterprises, universities and research institutes in 80 countries of the world.

AIIESEC is an international platform for young people; a platform that allows you to discover and develop the leadership potential of young people. It is a non-political, independent, nonprofit organization run by young people interested in world affairs, leadership and management. AIIESEC was founded in 1948 by students from 7 European countries for establishing intercultural relations in the post-war period.

To date, AIIESEC is one of the largest youth organizations developing leadership among young people through international volunteer and professional internships.

It will be recalled that the experience of working abroad gives students a number of undeniable advantages. This is a "immersion" in a different lifestyle and culture (and if you plan to find work abroad later, then such student internships will no doubt be the preparation for your successful work) and the improvement of your linguistic practice, and an important record in the resume for further job search, and ... a tangible increase in funding for continuing education in his favorite higher education.

Summarizing the internship abroad, you are guaranteed:

- ✓ get practical skills in the specialty;
- ✓ plunge into the culture and life of the country;
- ✓ increase the level of foreign language, in particular enriched with professional vocabulary;
- ✓ get paid for internship;
- ✓ feel confident in yourself and in your future.

Despite the fact that work in most companies is not paid, wanting to get to such an internship abroad does not decrease, so the competition for internships vacancies remains high. Evaluate these costs as an investment in your successful career in the future. Most likely, they will pay off shortly, because after your internship you will have significantly more opportunities to find a high-paying job.

Секція 3 Глобалізаційні процеси в сучасному світі (німецька та французька мови)

LE RÔLE DU FRANÇAIS EN TANT QUE PLATEFORME POUR LA FUTURE CARRIÈRE: LES GRANDES ENTREPRISES FRANÇAISES ;LA MARQUE BUGATTI

Білоус Артем

Le français et l'anglais sont les deux seules langues au monde à posséder de solides racines à travers les cinq continents. Mais le français n'est que la 11ème langue la plus parlée. Le français comme nous l'avons déjà évoqué est une langue très utilisée dans le monde. Environ 300 millions de personnes parlent français dans le monde. Mais la réalité est bien plus complexe. En effet, parmi ces 300 millions de francophones, il convient de distinguer les locuteurs natifs (environ 76 millions) des locuteurs partiels, c'est-à-dire ceux qui utilisent régulièrement la langue française dans le monde (environ 212 millions), sans oublier les locuteurs de nombreux dialectes ou créoles français. Ainsi, de nos jours, 120 millions de personnes étudient le français [1]. Non seulement dans les pays francophones par des natifs, mais aussi au quotidien par des millions de personnes dont ce n'est pas la langue maternelle. Tout simplement parce que le français est aussi une langue de travail fortement privilégiée dans le monde entier. Pour préciser un peu le contexte du monde du travail aujourd'hui, vous avez certainement constaté comment, dans de nombreux secteurs d'activité, la maîtrise des langues étrangères est essentielle. La mondialisation a favorisé les échanges internationaux.

Le français est une langue alternative de la communication internationale. Il est aussi la langue de travail et la langue officielle de communautés du monde telles que l'ONU, l'UNESCO, l'UE et l'OTAN. L'utilisation du français dans les négociations et les organisations internationales demeure une constante des relations intergouvernementales contemporaines. Les statuts et les régimes juridiques des langues dans les conférences et les organisations internationales confèrent une place particulière à la langue française que confirme la pratique des acteurs sur la scène internationale. Si, en 1989, il était courant de lire que 90 % de la documentation préparée par les secrétariats des organisations internationales étaient rédigés en anglais, on constate qu'en 2008-2009, à l'Office des Nations Unies à Genève, l'anglais était la langue de 77,2 % des documents originaux soumis à la traduction, le français de 14,1 % Il y

a des conversations d'affaires au sein du Comité international olympique, au sein de la société de la Croix-Rouge internationale[2]. Presque tous les membres du siège des organisations d'importance mondiale communiquent en français.

Le français est la langue la plus utilisée, après l'anglais, dans les organisations internationales. Les personnes sont en demande sur le marché du travail international (il ne s'agit pas seulement de la France, mais aussi de pays francophones comme le Canada, la Suisse, la Belgique, certains pays africains). Ainsi, on peut regarder que le français reste l'un de plus utilisé langue du monde. Et aujourd'hui, les hommes francophones, surtout les françaises, ne préfèrent pas apprendre de 2ième langue parce qu'ils sont les patriotes de ce pays. Après tout, les mots d'Alfred Nobel ne sont pas accidentels: "Tous les Français sont heureux de pouvoir compter sur le fait que les capacités mentales sont la propriété exclusive de la France". C'est pourquoi les étrangers sont la possibilité pour travailler les grandes entreprises françaises qui apprennent du français. La France est le deuxième pays au monde en termes d'investissement. La connaissance de français permettra une progression de carrière dans les pays francophones. Les grandes entreprises françaises jouent un rôle important sur le marché international. Par exemple: le Global RepTrack 100 de Reputation Institute établit un palmarès basé sur la réputation des entreprises avec un système de notation reposant sur plusieurs critères permettant d'évaluer la performance, l'image, la qualité des produits et services, l'éthique ou l'innovation. Quant à la France en 2018, cinq groupes sont dans le Global RepTrack: Michelin (11), Danone (34), L'Oréal (44), Air France (82) et Sanofi (98)[3]. Beaucoup d'entreprises françaises ont leurs filiales dans les autres pays.

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SPRACHLICHE ELEMENT DER EUROPÄISCHEN INTEGRATION

Гугайло Катерина

Die moderne europäische Integration bildet die Entwicklungsstrategien für alle Lebensbereiche in Europa. Der Zweck der Integrationsprozesse ist es, eine gute Zukunft für Europa zu schaffen. In 1950 – 1970 Jahren hatte das Ziel der europäischen Integration den wirtschaftlichen Charakter - ungehinderte Bewegung durch die zwischenstaatlichen Grenzen von Waren, Kapital, Dienstleistungen und Menschen.

In 1980 wurden die politischen Aufgaben zu den wichtigsten. Neben politischen Themen wurden humanitäre Fragen aktuell. Das Problem des Sprachgebrauchs im sozialen Leben eines vereinten Europas ist das wichtigste humanitäre Problem der europäischen Integration.

V. Schönfeld, Leiter der deutschen Mission in der Europäischen Union, schrieb: «In der EU gibt es kein emotionaleres Thema als das Thema von Sprache» [1]. In 1950 waren in der Europäischen Union nur 4 Sprachen (Französisch, Deutsch, Italienisch und Niederländisch), jetzt besteht die EU aus 27 Ländern und der offizielle Status hat 23 Sprachen. Das Problem ist, dass diese Sprachen zu verschiedenen Sprachgruppen gehören, schwer miteinander zu kommunizieren, wodurch Probleme in der Verwaltungs- und Büroarbeit von EU-Institutionen entstehen.

Die EU erkennt die Gleichheit der Sprachen aller Völker der EU an [2]. Mit der Entwicklung von Integrationsprozessen besteht ein Bedürfnis nach Funktion der Sprachen der internationalen Kommunikation innerhalb des vereinten Europas. Folglich, erscheint die Situation im sprachlichen Umfeld des integrierten Europas widersprüchlich – einerseits, wird die Gleichheit aller Sprachen der EU-Mitgliedstaaten auf offizieller Ebene anerkannt und ,andererseits, die Verwaltung aller Aktivitäten der Union erfordert die Einführung einer Sprache von internationaler Bedeutung. Es ist zu berücksichtigen, dass die Bürger der EU-Mitgliedstaaten außerhalb ihres Landes arbeiten wollen und die Kommunikationskontakte zwischen ihnen immer aktiver werden.

Es ist zu beachten, dass die europäische Integration erfordert eine Harmonisierung der politischen Terminologie. Wie schrieb ein Experte von der Copenhagen Schule des Business, R. Phillipson, «die wichtigsten Begriffe, wie z.B., Sprache, Nation, bedeuten in jeder Sprache und jedem Staat unterschiedliche Dinge. Eine Disparität, die tief in unterschiedlichen ideologischen Konzepten verwurzelt ist, macht die Völkerverständigung unweigerlich problematisch» [3]. Es sollte hinzugefügt werden, dass die

Übersetzung gesamteuropäische Gesetze und Dokumente in 23 Sprachen eine Gefahr für ihre unkorrekte Interpretation (und damit die Ausführung) in verschiedenen Ländern hat.

Also, es gibt die Notwendigkeit, in allen europäischen Ländern Sprachen der internationalen Kommunikation (Französisch, Deutsch, Spanisch, Italienisch und, vor allem, Englisch) zu lernen. Der Besitz dieser Sprachen erhöht erheblich die Möglichkeiten der Bürger der EU-Mitgliedstaaten sowohl in der Welt der Kommunikation, als auch auf dem Arbeitsmarkt.

Es gibt einen Widerspruch. Zum einen, die Grundsätze der Europäischen Union fordern die Anerkennung der Gleichheit aller europäischen Sprachen. Auf der anderen Seite, die Einführung einer einzigen Sprache wird die Verwendung anderer Sprachen einschränken.

Die EU finanziert verschiedene Sprachstrategien. Solche Politik erschwert die Situation. Aber europäische Experten [4] weisen darauf hin, dass diese Handlung nur die Position des Englisch verstärkt und schränkt die Verwendung anderer Sprachen in der EU ein. In 2005 wurde die Strukturstrategie für Mehrsprachigkeit bestätigt. Die EU-Ländern haben das Angst, dass sprachliche Hegemonie des Englisch die Position der USA in Europa zu stärken kann.

Man kann daraus schlüssen, dass die Situation im sprachlichen Umfeld der EU durch eine Reihe von Problemen und Widersprüchen gekennzeichnet ist. Diese Probleme kann der europäische Integrationsprozess lösen.

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WEGE ZUR ÜBERWINDUNG DER SPRACHBARRIEREN

Левченко Ярослав

Auf dem Weg zu gegenseitigem Verständnis im Kommunikationsprozess sind Menschen, die mit unterschiedlichen kulturellen Interessen und Unterschieden konfrontiert sind, gezwungen, ein vollständigeres und angemesseneres Verständnis von sich selbst und ihren Partnern zu suchen. Darüber hinaus reagieren die Kommunikationspartner unterschiedlich und kulturell unterschiedlich auf unterschiedliche Weise und mit unterschiedlichem Grad an Angemessenheit. Hier entstehen Sprachbarrieren.

So werden nach einem der Gesichtspunkte sechs Barrieren in der interkulturellen Kommunikation unterschieden:

- Annahme von Ähnlichkeiten (Menschen gehen davon aus, dass sie alle gleich sind);
- Sprachliche Unterschiede (die Leute denken, dass Wörter und Ausdrücke nur die Bedeutung haben, die sie vermitteln möchten);
- falsche Interpretation nichtverbaler Handlungen;
- -der Einfluss von Stereotypen und Vorurteilen;
- unbewusster Wunsch, alle unbekanntes kulturellen Phänomene zu bewerten;
- Angst und Anspannung aufgrund der Ungewissheit des Verhaltens der Partner in der interkulturellen Kommunikation

Interkulturelle Barrieren auf der Ebene der Beziehungen in der Praxis äußern sich als Missverständnis der Partner, gegenseitige Feindseligkeit oder Misstrauen gegenüber Partnern. Darüber hinaus kann man in der interkulturellen Kommunikation keine identischen Verhaltensregeln von Partnern erwarten, die auch stark von den Merkmalen ihrer Kulturen bestimmt werden. Infolgedessen treten im Kommunikationsprozess Situationen der Unsicherheit auf, zum Beispiel bei der Verwendung von Begrüßungs- und Abschiedsformen, Entschuldigung und anderen scheinbar gewöhnlichen Verhaltensweisen. Um diese Art von interkulturellen Barrieren zu überwinden, muss das Wissen der Teilnehmer über das Vorhandensein kultureller Unterschiede zwischen den Partnern und die Möglichkeit ihrer Manifestation im Kommunikationsprozess angesprochen werden. In dieser Hinsicht ist es in solchen Situationen notwendig, bestimmte Maßnahmen zu ergreifen, damit die Partner zunächst die Kommunikationsbarrieren als solche wahrnehmen und dann ihr gemeinsames Interesse an der Fortführung der Kommunikation zeigen.

Phonetische Wahrnehmungsbarrieren resultieren aus falsch ausgesprochenen Klängen. Die Schwierigkeit, die Töne einer Fremdsprache zu reproduzieren, ist auf die historisch festgestellten Unterschiede in der Struktur des Sprachapparates von Trägern verschiedener Sprachen zurückzuführen. Bei einer typischen ukrainischen Artikulation wird zum Beispiel ein charakteristisches Muster angenommen, wobei die Lippen ausgestreckt sind und die Zungenspitze an den Zähnen und die Englisch - flachen Lippen. Diese Unterschiede sind auf sprachliche Akzente, fehlerhafte Aussagen von Stress, das Mischen von Wörtern in Phrasen und ganzen Sätzen zurückzuführen, was die Verständlichkeit verbaler Informationen erschwert.

Ethnokulturelle Barrieren werden auch durch soziale Faktoren erzeugt, die mit der Zugehörigkeit von Kommunikationsteilnehmern zu verschiedenen soziokulturellen Gruppen zusammenhängen. Wenn interkulturelle Kommunikationspartner ähnliche soziale Merkmale und folglich ähnliche soziale Lebenserfahrungen aufweisen, erleichtern solche Merkmale ihr gegenseitiges Verständnis. Partner haben jedoch häufig unterschiedliche soziale Merkmale und unterschiedliche soziale Erfahrungen. In dieser Situation wird die eigene Erfahrung in der Regel höher bewertet als die anderer, und daher werden die Menschen, wenn sie mit einer fremden Kultur konfrontiert werden, intuitiv hauptsächlich von persönlichen Erfahrungen geleitet, was das gegenseitige Verständnis mit einem Partner erheblich einschränkt und erschwert. Zur Überwindung der ethnokulturellen Kommunikationsbarrieren kann vor allem die interkulturelle Kompetenz der Partner gesteigert werden, da sich kulturelle Bildung in der interkulturellen Interaktion deutlich vom einfachen „Lernen“ unterscheidet.

Eine besondere Art von Barrieren in der interkulturellen Kommunikation sind psychologische Barrieren, also psychologische Reaktionen auf bestimmte Manifestationen anderer Kulturen. Mit der interkulturellen Kommunikation steigt die psychologische Wahrscheinlichkeit eines Missverständnisses von Partnern erheblich. Ungewöhnliches Verhalten, Logik des Denkens, Verletzung der Kommunikationsdistanz, Kleidungsstücke usw. können negative Gefühle in Bezug auf den Partner und die gesamte Kultur, die er vertritt, hervorrufen, und der gesamte Kommunikationsprozess führt zum Scheitern. In diesem Fall entsteht für das Subjekt Unsicherheit, da der Verlauf des Kommunikationsprozesses und seine Ergebnisse nicht vorhergesagt werden können. Ein solcher psychologischer Zustand einer Person in der Wissenschaft wird als Stress definiert.

Das Vorhandensein und die Überwindung von Barrieren in der interkulturellen Kommunikation bestimmen und erhöhen somit das Niveau der soziokulturellen Kompetenz des Einzelnen, da sie mit dem Bedürfnis konfrontiert werden, neues Wissen über die Kultur der Partner zu erwerben, ihre Kommunikationsfähigkeiten zu verbessern und ihre Fähigkeit zu entwickeln, die Merkmale und die Mentalität einer fremden Kultur zu fühlen. Dank dieser Prozesse kann der Einzelne die Perspektiven der Kommunikation mit Vertretern anderer Kulturen angemessen antizipieren, die Ziele interkultureller Interaktion effektiver erreichen und seine spirituellen Bedürfnisse besser befriedigen.

ENTWICKLUNG MODERNER GLOBALISierter GESELLSCHAFT: WIRTSCHAFTLICHE, RECHTLICHE, LINGUISTISCHE ASPEKTE

Ріпенко Дар'я

Die globalisierte Gesellschaft bedeutet die Gesamtheit der Länder und Völker, die aufgrund der Verwirklichung gemeinsamer Bedürfnisse und Interessen miteinander verbunden sind. Eine globalisierte Gesellschaft ist heute eine Form sozialer Organisation, die den modernen Trends der Weltentwicklung entspricht.

Die einen verbinden mit der Globalisierung die Annäherung der Kulturen, wirtschaftliches Wachstum und ungeahnte Entwicklungsmöglichkeiten. Andere hingegen fürchten die Dominanz der Wirtschaft, den Verlust regionaler Vielfalt, ökologischen Raubbau sowie eine zunehmende Kluft zwischen Arm und Reich.

Heutzutage ist es sehr wichtig richtige Wege zu finden, die können verschiedene Probleme, die mit der Globalisierung verbunden sind, lösen. Das sind vor allem:

Soziale Probleme

Armut, Kinderarbeit, Unterernährung, AIDS, Flucht und Vertreibung – es ist schwer zu bestimmen, wie groß der Zusammenhang zwischen den globalen sozialen Problemen und der Globalisierung ist. Fest steht jedoch: Auch ein geographisch klar einzugrenzendes Problem kann ein globales Problem darstellen.

Ökologische Probleme

Globalisierte Arbeits- und Konsumstile führen nicht nur zu einer Steigerung des materiellen Wohlstands. Sie bringen auch eine Reihe ökologischer Probleme mit sich. Allein die Erderwärmung, die Zerstörung der Urwälder sowie das Artensterben stellen die Welt vor große Probleme.

Wirtschaftliche Probleme

1. Wenn die Weltbevölkerung wächst und gleichzeitig pro Kopf mehr konsumiert wird, steigt der weltweite Ressourcenverbrauch.

2. Die Dominanz der Wirtschaft erzeugt wirtschaftliche und staatliche Konflikte-

3. Die technologische Kluft zwischen fortgeschrittenen Ländern und die Länder der dritten Welt steigert sich schneller und schneller.

Um diese Problemen, die bei der Globalisierung existieren, zu lösen, die Weltgesellschaft muss als ein Ganzes sein. Im Zentrum steht jetzt die Vereinigung der Staaten für die gemeinsame Arbeit, die friedliche Lösung von Konflikten, die Vereinfachung der Art der Zusammenarbeit und die Festlegung internationaler Regeln und Standards.

Der linguistische Aspekt der Globalisierung bedeutet die Interaktion und gegenseitige Beeinflussung von Sprachen, die Erweiterung und Aktualisierung des Vokabulars verschiedener Sprachen, die Entstehung der Sprache der internationalen Kommunikation.

Die Globalisierung der Sprache stellt eine große Chance für Kommunikation und Migration dar.

Es gibt keine Zweifel, dass fast jeder Mensch strebt heute nicht nur als Teil der Gesellschaft seines Landes werden, sondern auch die Tendenzen anderer Kulturen, ihre Weltanschauungen und Lebensweisen kennenzulernen. Deshalb lernen viele Menschen Sprachen, reisen, nehmen an Austauschprogrammen teil, und für einige Sprachen lernen ist als Hobby, während andere sogar Sprachen lernen, die aussterben, um einen Dialog aufzubauen und Menschen in der Dritten Welt zu helfen.

Kommunikation ist das wichtigste Instrument der internationalen Zusammenarbeit. Es ist sehr wichtig, dass sich die für die Länder Verantwortlichen gegenseitig hören und verstehen. Deshalb ist die Rolle der "einheitlichen" Sprache und das Fehlen von Sprachbarrieren in unserer Gesellschaft im Moment so wichtig.

Heutzutage spielt Englisch eine solche Rolle. Immer mehr Leuten lernen diese Sprache, die Massenmedien fördern die Bedeutung des Sprachenlernens und die sich daraus ergebenden Chancen.

Heutzutage gibt es keine eindeutige Vorstellung von der Perspektive von Englisch als Mittel der internationalen Kommunikation, aber es ist möglich um schon zu sagen, dass es für die meisten die zweite "Muttersprache" wird, besonders für ein gebildete und sozial aktive Teil der Weltgemeinschaft. Anzahl der Personen, die die englische Sprache kennen und für die es in einer globalisierten Welt beruflich notwendig ist, wächst und wächst weiter. Gesamte Verwendung von Englisch ändert nicht nur die Zusammensetzung und Struktur des Vokabulars der Nationalsprachen,

sondern wird mit der Zeit den Funktionsumfang einschränken. Um heutige Sprachenkarte der Welt bleiben zu lassen soll die Sprache nur ein Mittel zur Herstellung von Kontakten zwischen Menschen einer neuen Zivilisationszeit werden und nicht als Mechanismus zur Zerstörung ihrer nationalen Identität kulturelle Identität und sprachliches Bewusstsein sein.