

**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**  
**KYIV NATIONAL UNIVERSITY OF**  
**TRADE AND ECONOMICS**

**FACULTY OF TRADE AND MARKETING**

**DEPARTMENT OF FOREIGN PHILOLOGY AND TRANSLATION**

**DEPARTMENT OF MODERN EUROPEAN LANGUAGES**

**DEVELOPMENT OF MODERN GLOBALIZED**  
**SOCIETY: ECONOMIC, LEGAL, LINGUISTIC ASPECTS**

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### **SECTION 1**

## **GLOBALIZATION PROCESSES IN THE WORLD**

### **CHALLENGES AND PROBLEMS OF THE GLOBAL MANAGEMENT**

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There is no denying the fact that modern day managers encounter great challenges in their attempt to achieve organisational objectives.

These grossly inadequate to meet the new challenges. This means that managers should thoroughly examine their existing facilities, policies, strategies and procedures and see where they are obsolete and call for updating or are deficient and require urgent attention.

In the process of examination and review of objectives, managers will identify limiting factors to achieving the set objectives of the organisation.

The resources of every organisation include among other things, physical, financial, time, information as well as human. However, among all these resources, the human element is the most challenges are varied and complex in nature. Consequently, it is important to identify the challenges so as to enable managers and chief executives understand art and science underlying managerial practices, especially as it relates to managing challenges of global world.

The business environment is dynamic. The dynamism is seen as it relates market demand; technology, productivity, social responsibility, the use of modern and efficient communication systems, the use of facilities external to organisations, the management of human resources and so on [1].

As a result of these ever present changing conditions and variables, orthodox and atavistic management methods may be thus important. It is the only animate resource. That is the reason the most critical and challenge of the modern day managers is the human problem. Most often, human resources challenges have been described as embarrassing and intractable.

Many organisational problems can be associated with human beings. These include personality conflicts, which manifest in squabbles and serious quarrels, emotional and behavioral problems. Other human problems which can be manifested in other way includes the sudden change from cooperativeness and friendliness to inexplicable antagonism, hostility and dependency on alcohol and drugs for coping with the ordinary challenges of work and life. These problems do affect an individual's work experience and effectiveness and consume a greater part of the manager's time [2].

One of the challenges facing many managers today is the fulfillment of business social responsibility [3]. This is more urgent than before because of the utter neglect of the communities in which many firms operate. Social responsibility demands somewhat that businesses provide, housing, transportation, health facilities, building of schools, award scholarships, donation of disaster affected areas, promotion of aesthetics, provision of culturally enriching and entertaining programmes on television and the like. Even the supply



of high quality products to the market cannot be omitted in the areas of business social responsibilities.

Another major challenge facing most modern managers is that of maintaining flexibility. Effective management is flexible management. Not only must effective managers be able to recognize the need for change but also to have time to meet it. They need to design methods of obtaining an organisational change in such areas as unproductive procedures and policies, obsolete organisational pattern and the normal human tendency to resist changes.

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## **INTERCULTURAL IMPACT ON GLOBALIZATION IN THE WORLD**

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World is changing every time. In USSR we hadn't opportunity bought bananas, but right now we could choose from which country acquire ones. Influencer of and bringer such opportunities was Globalization.

Globalization is the connection of different parts of the world. In economics, globalization can be defined as the process in which businesses, organizations, and countries begin operating on an international scale [1].

Firstly, I want to start from food, thousands years ago people had an opportunity eat only such type of food, which they could found in a specific area with special climate. For example in Japan rice was mostly popular and still is, because is a perfect place for it in such latitude. However, when world started discover itself everything is change. As cultures advanced, they were able to travel farther afield to trade their own goods for desirable products found elsewhere [1]. People started process of international trading, traditional delicious are changing and on the one hand people could taste something in local latitude, but on the another hand, the unique culture of nation is disappearing.

Therefore, Globalization is a good process or not?

I offer you try to find positive and negative points, and then find a solution:

### **Positive points of Globalization:**

1. Globalization provides businesses with a competitive advantage by allowing them to source raw materials where they are inexpensive. Globalization also gives organizations the opportunity to take advantage of lower labor costs in developing countries, while leveraging the technical expertise and experience of more developed economies.
2. With globalization, different parts of a product may be made in different regions of the world. Globalization has long been used by the automotive industry, for instance, where different parts of a car may be manufactured in different countries. Businesses in several different countries may be involved in producing even seemingly simple products such as cotton T-shirts.
3. Consumers benefit too. In general, globalization decreases the cost of manufacturing. This means that companies can offer goods at a lower price to consumers [1].

### **Downsides of Globalization:**

1. Workers in the developed world must compete with lower-cost markets for jobs; unions and workers may be unable to defend against the threat of corporations that offer the alternative between lower pay or losing jobs to a supplier in a less-expensive labor market.
2. Studies also suggest that globalization may contribute to income disparity and inequality between the more-educated and less-educated members of a society. This means

that unskilled workers may be affected by declining wages, which are under constant pressure from globalization [1].

3. Many languages disappear through fault of appearing internationalisms. Languages losing “folk words” paying attention and using foreign words and didn’t use “word for word translation” to find equivalents from source into target language.

What could we do to avoiding downsides of Globalization?

Technology is Key

1. Much credit for the pace and depth of the globalization occurring today must be given to technology. Individual economic entities, such as businesses, investors, traders, and even consumers, have a large number of new and ever-evolving technological tools that make international connection and trade more attainable [2,3].

2. The road from Globalization to Regionalization

3. Regionalization can also be analyzed from a corporate perspective. For instance, businesses such as McDonald’s or Starbucks do not sell exactly the same products everywhere. In some specific stores, they consider people’s regional habits. That is why the McChicken is not sold in India, whereas in Portugal there is a steak sandwich menu like the ones you can get in a typical Portuguese restaurant.

The result is a smaller, more connected world. Socially, globalization has facilitated the exchange of ideas and cultures, contributing to a worldview in which people are more open and tolerant of one another.

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## **CONSEQUENCE OF THE PANDEMIC FOR THE GLOBAL ECONOMY AND REGIONALIZATION PROCESSES**

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The beginning of 2020 was marked with the appearance of the modified coronavirus COVID-19 (SARS-CoV-2). Pandemic has an enormous impact on both human lives and the global economy with all interconnected processes in it. The economic damage is already obvious.

The economies of all countries in the world have already suffered from losses in many ways: pressure on health care systems, increasing unplanned expenses, reduction in trade, tourism, and remittances, reversal of capital flows, and tight financial conditions. The pandemic has caused an unprecedented collapse in prices for oil products as well. Apart from that, demand for metals and transport-related goods, such as caoutchouc and platinum, used for vehicle parts have fallen, too. The last but not least, it is the exporters of energy and industrial goods that were affected the most [2].

The Covid-19 pandemic, which has disrupted the movement of goods and human migration, has also muddled the issue regarding globalization. In addition, supply chain disruptions have raised concerns about the provision of goods during the pandemic crisis, so national economies have focused more on regional connections.

In some cases, regional responses to Covid-19 have been complemented by the efforts of international financial institutions such as the World Bank, the IMF, the African Development Bank. For instance, the African Development Bank has announced a 10 billion dollars Covid-19 Response Project to assist member countries in the fight against the pandemic. 3.1 billion dollars, from the sum mentioned above, was allocated to support regional operations for African Development Fund countries [1].

Despite these regional reactions, many countries have been forced to pay attention to the stability of domestic commodity markets and tried to localize supply chains as much as

possible. This leads to the fact that countries offer more products aimed at domestic and regional markets, reducing supply to the external markets. Africa can be a great example that shows the benefits of scale, which a regional market can offer. More than six African countries are the importers of medicines and food. Due to the restrictions on the export of goods during the pandemic, orders for essential medical supplies from some countries of the continent were rejected because priority was given to larger orders from Western countries. To overcome this problem, Africa has developed a digital platform that brings together orders from the whole continent. The practice of combining regional orders may lead to the establishment of the local healthcare industry on the continent [2].

In some cases, creating strong regional connections can be a solution that will mitigate global shocks as countries develop more efficient and flexible supply chains with neighboring countries, reducing the risk of over-reliance on trade with the world's most advanced industrialized nations.

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### **THE IMPACT OF GLOBALIZATION ON THE MODERN DEVELOPMENT OF UKRAINE. PROS, CONS AND THEIR SOLUTIONS.**

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The processes of globalization have a long history of formation, but their final concretization took place in the middle of the last century. It is an objective, necessary process that accompanies humanity throughout its history. At the same time, it is a social process that takes place in the activities and relationships of individuals, various social groups, nations and civilizations. It is directly related to their goals and interests.

Globalization is a process that is driven by development and improvement. It affects each country and contributes to its systemic nature, covering all spheres of society. These include economic, financial and trade processes, as well as social and environmental. Globalization and the process of integration in the world give impetus to our country to develop and have a clear direction for Ukraine's entry into the modern and economically developed world. It is now believed that Ukraine has joined, but has not decided on it. We are quite visible in society, but we still cannot perceive and clearly control and respond to all the challenges of today. If we focus on the economic side of globalization, we can talk about the transition of society to a "new economy" based on information, new technologies and knowledge.

As always, we can identify the positive and negative aspects. The positives include: deepening specialization and expanding production cooperation, more efficient allocation of funds and resources, reducing costs that create conditions for lower prices, increasing competition, which stimulates further development of new technologies, increasing productivity, mobilization of significant financial resources.

Among the main problems that can cause negative consequences of globalization processes in all countries are: uneven distribution of benefits from globalization, the possibility of transfer of control over the economy of individual countries from sovereign governments to other hands, including stronger states or international organizations, the possibility of destabilization of the financial sector, potential regional or global instability due to the interdependence of national economies at the global level.

Local economic fluctuations and crises in one country can have regional or even global consequences. That is, such processes have a contradictory impact on the development of the country, because they both form a space for cooperation and create new topics for differences and conflicts.

A feature of Ukraine's economic and social development at the present stage is the high degree of influence of global instability on domestic economic processes. The search for ways to return the economy of the European Union - one of Ukraine's most influential partners - to the growth trajectory continues.

As for investment processes in Ukraine, this is also a problem. Based on the information, it can be concluded that there are no significant changes in the structure of capital investment by economic activity, except for an increase in the share of investment in agriculture, information and telecommunications systems, and a decrease in the share of investment in industry. Agriculture is part of the primary sector and Ukraine is more of an agrarian state, so a decrease in the share of investment in industry shows the negative impact of globalization on the current state of Ukraine's economy. Low investment activity in the world and the still insufficiently attractive domestic investment climate do not allow us to hope to overcome the problems in the financial sphere of Ukraine solely through foreign investment. In addition, in conditions of increased uncertainty in the global economic system, there may be complications in the field of international cooperation of Ukraine.

At present, there are no unanimous views on the positive aspects of globalization in Ukraine (as well as around the world). After all, it is through the interconnectedness of states that some will improve their situation at the expense of others (processes that are positive for the functioning of highly developed countries can have a detrimental effect on the economies of developing countries such as Ukraine at this stage). We can say that the negative consequences are the result of modern rapid development and unpreparedness of the country for its regulation. Our state has entered the process of globalization with an unprepared economy. It follows that the priority task for Ukraine should be to bring the domestic economy closer to the level of the world's leading countries by intensifying the innovation process.

Today, in the development of Ukraine as an independent state, one of the priority areas of social development is to join the world community as a full member on the principles of equality and mutual benefit, increase efficiency and competitiveness of the national economy and most importantly - improve living standards.

Globalization determines not only the main vector of human development, but also Ukraine's entry into the developed world.

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## **GLOBALIZATION PROCESSES IN THE WORLD**

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Globalization is a process of global economic, political and cultural integration and unification. In a broader sense - the transformation of a phenomenon into a planetary, one that affects the entire Earth. The main consequences of globalization are the international division of labor, migration across the planet of capital, human and productive resources, standardization of legislation, economic and technical processes, as well as the convergence of cultures of different countries. This is an objective process due to the development of transport and communications, it has a systemic nature, ie covers all spheres of society. As



a result of globalization, the world becomes more connected and dependent on all its subjects. There is an increase in both the number of problems common to groups of states and the number and types of integrated entities.

A harbinger of globalization was the emergence of the Great Silk Road, which connected China and the Roman Empire. The formation of the global market itself began with the Great Geographical Discoveries of the Europeans and was driven by their military-political and economic expansion across the planet. Globalization, in particular the formation of a planetary market, was somewhat halted during periods of human division into enemy camps (the Seven Years' War, the American Revolutionary War, the French Revolution and the Napoleonic Wars, world wars) and the Cold War, when economic and cultural development of individual societies USSR and China, took place separately from the development of the rest of the human community. Routes of the Silk Road and the spice trade, which were controlled by the Ottoman Empire in 1453. Globalization has gained special momentum in the last decades of the XX century and at the beginning of the XXI century. On the one hand, this is due to the fall of the Iron Curtain and China's integration into the world economy, on the other - with the rapid development of information technology, which has increased access to any information in the world.

Globalization processes in the world can be traced in various fields: economics, culture, politics. Globalization is also linked to environmental problems, such as global warming, transboundary water pollution, air pollution and overfishing in the oceans.

In my opinion, globalization is a more negative process than a positive one. This is due to absorption, loss of individuality, standardization of all areas.

For example, consider small businesses: local restaurants, original shops and stores as opposed to chain hypermarkets, fast food restaurants.

We will talk specifically about Ukraine and the situation in this area. Today we have many chain supermarkets that flood metropolises, cities and towns throughout Ukraine. I agree that certain networks offer consumers good prices and promotional offers, but at the same time take away opportunities from small businesses, shops with an interesting concept, product, good quality. Of course, in such stores the prices are higher than in chain stores, but this is not due to high demand and high prices for rent and other payments. If chain

supermarkets of Ukrainian origin still have a chance to deserve recognition, foreign ones are excluded from this list.

The attitude to network structures of foreign origin will be more clearly described on the example of catering establishments.

Well-known fast food restaurants McDonald's and CFS have long and very successfully entered the lives of people around the world, of course, including Ukraine. Meanwhile, interesting catering establishments are opening or are planning to open in Ukraine, offering no less delicious, and perhaps tastier food, and, most importantly, an interesting concept, interior, idea, individuality, color and culture. And, if in the situation with the store we had a lower price as an excuse for online markets, then in this situation the prices are almost the same.

With consumer support, small businesses would have a huge chance of success. Of course, institutions such as McDonald's, Auchan and others provide a lot of manpower, also bring a lot of profit and so on. But here we are talking about individuality, preservation of culture, support of something original and unique. Supermarkets, of course, have a right to exist, but in smaller quantities. But at the expense of food establishments like McDonald's, I think we can do without them.

Of course, globalization processes are convenient, they have been produced over the years, they bring income and stability. But it is at the same time a loss, a loss of individuality, ideas, new experiences. And this applies not only to the above example, but also to other areas. You can consider the pros and cons of globalization. And be on the side of both the enemy and accept it.

You can trace the essence and draw your own conclusions on the example of network business and small business.

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## STRUCTURAL WORLD MARKET CHANGES IN THE CONTEXT OF GLOBALIZATION

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Globalization is a process of making new relationship between countries, especially in the field of economy, politics and culture, it is the integration of states and their markets, technologies, which allows to reach anywhere in the world faster, deeper and cheaper than before.

The main consequences of globalization:

- Improved technologies in transport and telecommunications
- Movement of people and capital
- Dissemination of knowledge
- Non-governmental organizations and multinational corporations

Globalization has its own set of economic rules based on the opening, regulation and privatization of national economies in order to strengthen its competitiveness and increase the attractiveness of foreign capital.

Now world commodity markets are focused not on meeting the needs of developed countries in raw materials, but on trade in various types of finished products, technologies and services.

The international division of labor is increasingly taking place within certain industries and types of production, which leads to an intensive exchange of technologies, components, or licenses.

**Consequences of globalization.** Advantages:

- new opportunities for development
- capital movement is facilitated
- production costs are reduced

- there is an opportunity to use resources more rationally

Disadvantages:

- Countries have different opportunities and levels of development
- global changes in the world economy
- a number of threats to developing countries
- labor migration

**Consequences of migration** . Another important consequence of globalization is the international migration of labor. The main areas of migration are highly developed countries in Europe and North America:

- Highly developed countries receive cheap labor, as well as skilled personnel, for the training of which would require a lot of time and money.
- Developing countries have the opportunity to fight unemployment and its negative socio-economic consequences:

- Outflow of personnel, especially skilled, significantly reduces the potential of the country and its economy, which will have negative consequences in the future.

Excessive number of immigrants will lead to high unemployment, falling purchasing power. Globalization does not abolish the main pattern of development of the world economy – its unevenness, which implies the dominance of a small group of developed countries, as well as constant competition between them. The advantages and disadvantages are unevenly distributed, with the potential benefits of globalization higher for developed countries with strong industries.

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## **IS GLOBALIZATION A BENEFICIAL PROCESS?**

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Globalization is a process of scientific, cultural, political, technical unification and integration. It is an objective process stretched in time, which makes the world united. It can be argued that globalization is the most debated process and at the same time it is the least understood trend in the modern world. There are many concepts and approaches to defining what is meant by globalization, what aspects and areas it covers, how it is a universal and comprehensive trend of the world development. Globalization focuses on uniting of all spheres of human life and activity: financial, scientific, political, technical, religious and cultural. They partly integrate into each other, but partly they collapse and disappear. Today globalization leads to a reformatting of the structure of the modern world, and as a result - it leads to the adjustment of national systems of government, changes in plans for economic, political and spiritual development, which creates a continuous interdependence of the world.

Globalization is such a complex phenomenon that it is impossible to say with absolute certainty whether it is a positive or a negative change. This phenomenon can be assessed in three aspects: political, cultural and economic. Economic globalization is based on the idea of the state losing its popularity, while the world is becoming a single global market for individual consumers. These consumers are characterized by their material and economic interests - not cultural, civic or other forms of identity. Current trends in globalization can be largely justified by developed economies that integrate with less developed economies through foreign direct investment, lower trade barriers, and immigration. International rules and standards have made trading of goods and services more efficient. A great example of this is international containerization. Containerization has dramatically reduced transport costs, supported international trade and became a key element of globalization. These

standards are set by a special International Organization for Standardization, which includes representatives of various national standardization organizations.

Cultural globalization is characterized by the convergence of cultures between different peoples and the growth of international communication. This leads to the fact that popular international cultural phenomena can absorb national or change them into international. However, many scholars see this situation as a loss of national values and advocate the revival of national culture. That is, cultural globalization is based on the transmission of ideas and values around the world in such a way as to expand and strengthen social relations. This process is marked by the common use of certain cultural phenomena that spreads through the Internet, the media and traveling. Cultural globalization also involves the formation of common norms and knowledge with which people associate their individual and collective cultural identities. It has a positive effect on the growth of relations between different nations and cultures.

One of the main aspects of political globalization is the decline in the importance of the nation-state and the growth of other actors in the political sphere. Political globalization means a total change in the world order, gives an idea of the emergence of political culture and consciousness, a new type of interstate relations. The areas such as international relations and political and economic culture have had the greatest impact in the context of political globalization. The scheme of political globalization focuses on the scale of the changes that have affected almost the entire world. The global problems of mankind have influenced the creation of political structures that requires the cooperation of states. A number of embassies, commissions, associations create a communication system that determines the work and efficiency of the global political network. Participation in international organizations is a significant aspect of the country's activity in the world. The increase in the number of international organizations indicates the expansion of their areas of activity. Thus, international relations and politics reach a qualitatively new level.

Summarizing all the above, globalization can be interpreted as a breakthrough and a possible decline in all spheres of activity. While not everyone is ready to face drastic changes, it takes a lot of effort. Success in this case is in last place, because here the main thing is balanced and considered decisions. The study of the globalization processes allows: firstly,

to outline the functional areas that require constant monitoring in the process of adapting the national economy to the objective processes taking place in the modern world; secondly, to determine the quantitative indicators of the globalization processes, which allows to determine the target orientation of the country's development; thirdly, to systematize specific challenges that threaten the development of an individual country and open up opportunities for it.

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## **CHALLENGING FACTORS OF THE WORLD GLOBALIZATION**

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Globalization is the leading modern trend in the development of the world economy, which arose as a result of natural integration processes in the 90s of the XX century. The processes of globalization have a significant impact on the content and pace of formation of new types of relations in modern society and new-generation specialists. In today's world, the

processes of globalization are becoming widespread and cover all spheres of human activity. American economist Joseph Stiglitz defines globalization as "close integration of countries and peoples of the world caused by cost avoidance in transportation and communication, removal of artificial barriers to the movement of goods, services, capital, knowledge and people from country to country"[1].

The driving forces of globalization of the world economy are based on a number of factors related to the leading spheres of modern life:

Economic factor. Huge concentration and centralization of capital, growth of large corporations, including companies and financial groups, which in their activities are increasingly transcending national borders, exploring the world economic space.

Political factor. State borders are gradually losing their importance, becoming increasingly transparent, and providing increasing opportunities for freedom of movement of all kinds of resources.

The process of cultural globalization creates a close link between economic and cultural disciplines. The latter is so notable that we can talk about the economization of culture and the culturalization of the economy.

The positive importance of globalization is increasing the possibilities of mankind, all aspects of its life are more fully taken into account, and conditions for harmonization are created. Globalization of the world economy creates a serious basis for solving common problems of humanity.

As a positive advantage of globalization processes, we can call:

1. Globalization contributes to the deepening of specialization and the international division of labor. In its conditions, funds and resources are distributed more effectively, contributes to improving the average standard of living and expanding the life prospects of the population (at a lower cost).
2. An important advantage of globalization processes is economies of scale, which could potentially lead to cost reductions and lower prices, and therefore economic growth.



3. The benefits of globalization also relate to gains from free trade on a mutually beneficial basis, satisfying all parties.

In conclusion, globalization processes lead to deepening and unify economic integration processes, causing new forms of organizational unity of states in this area of international relations, including through the introduction of national regulatory authorities. During the examination the globalization processes such key characteristics should be taken into account: cause-effect character, which means proliferation of manifestations of unification and synchronization into an ever-increasing number of society life spheres; uncontrollability and uncertainty testify to the inability of any institutions and systems to provide regulation and adjustment of processes in the required direction.

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## **THE IMPACT OF THE CORONAVIRUS PANDEMIC ON GLOBALIZATION PROCESSES IN THE WORLD**

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The coronavirus pandemic has a direct impact on the world economy and, consequently, on globalization in general. Observations show that it has a negative impact: paralyzed supply chains, export restrictions, closed borders and restrictions on international tourism.

The processes of globalization will continue and remain more important than a community and the city, but businesses can join in by reviewing their supply chains and online presence. The world has historically had the cleansing of important adversities. Cities have always been hot spots of disease due to the high density of people, but they have all shrunk from these attacks and become larger than before. Everyday life in cities may change for a while, but will return to normal thanks to modern knowledge and technology [1].

It is difficult to imagine today's world without globalization. If a company wants to succeed in the international market, it must accept the realities of globalization and adapt accordingly. Thanks to it, consumers can enjoy the availability of cheap products of good quality.

In the coming post-pandemic era, corporations and companies will pay more attention to their supplier system. The presence of foreign suppliers poses a risk to the company's operations, such that in the event of a global pandemic, such as COVID-19, or a conflict between countries, such as the China-US trade wars, companies may not receive the necessary supplies for further operations.

Companies can move parts or build completely new supply chains. This time the main focus will be not only cheaper production, but also location. This will make the whole operation less sensitive to such crises and protect the existence of global companies.

The pandemic has also contributed to changes in the way goods are sold, and now an online presence is more valuable than ever. Now many companies have switched to online sales, restaurants have begun to pay attention to their delivery services. Covid-19 showed the importance of e-commerce and the representation of companies in the Internet [3].

The education industry is also forced to go online. Learning online has gained momentum. As a result, many companies have switched to online learning platforms, which not only saves costs but also helps clients find the most convenient time to study.

A similar situation has developed among office workers. In the absence of conditions for full-fledged offline work, most companies have switched to online workload. This usually

reduces the company's costs. According to research consultancy Global Workplace Analytics, on average, employers who allow part-time employees save about \$ 11,000 a year for each employee who works remotely [4].

In modern societies, globalization is integrated into everyday life and is effective for business. For a while, the ordinary life of mankind has been stopped, but this does not mean that the way things are completely changed. Despite the fact that this crisis is forcing some companies to replace parts of their supply chains, the previous successful methods of work made possible by globalization and the Internet society will be maintained and continued as soon as possible [2].

It would be a great mistake to believe that the coronavirus pandemic should force us to postpone the discussion on the images of the future and the process of socio-economic modernization of our country. Moreover, the current situation makes it possible to conduct this discussion, of course, not from scratch, but with the understanding that inviolable dogmas, a kind of social, economic and political "red lines" simply do not exist. It would not be so terrible if one of these "dogmas" were not "international law", which Ukraine, even applying it within itself, has been trying to do until recently. Probably, now the process of abandoning the dogmas inherited from the period of "limited sovereignty" of our country will go faster.

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## **SECTION II**

### **CONCEPTUAL PROBLEMS OF LANGUAGE IN THE MULTICULTURAL SPACE**

#### **FUNCTIONING AND DEVELOPMENT OF LANGUAGES IN A MULTINATIONAL SOCIETY WITHIN A LIMITED AREA**

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In today's globalized world, borders are often blurred and cultures begin to mix, but they are still remaining authentic. Language, as a part of culture, also, develops and changes along with its bearer. People often do not think about linguistic importance, dynamism and diversity. It is a carrier of culture, art and science and helps to convey feelings and influence others. This report will discuss exactly how it can exist in society and which factors influence it.

One of the main factors is traditionally state regulation. Language policy can focus on various actions such as eliminating multilingualism, tolerance of multilingualism or promoting multilingualism. In fact, there are at least 40 countries which have two or more languages as an officially state languages. As an example, consider in more detail one of the famous bilingual nation is Canada. In continuation of our conversation, want to add that up to the Official Languages Act «the Constitution of Canada provides that English and French are the official languages of Canada and have equality of status and equal rights and privileges as to their use in all institutions of the Parliament and government of Canada».

Thus, English is used by more than 17.3 million Canadians, when French is native for 6.7 million people [1]. Besides, Chinese, German, Polish, Spanish, Portuguese, Italian, Ukrainian, Dutch, Arabic and others are native for many citizens. Up to the 2016 Canadian Census, Canadian ethnic origin is the largest country's self-reported ethnic (it has total amount near 32 percent of the total population). Situation with other nationality looking like that English-speaking are 18.3 percent, Scottish - 13.9 percent-, French - 13.6 percent, Irish - 13.4 percent, German - 9.6 percent, Chinese - 5.1 percent, Italian - 4.6 percent, First Nations - 4.4 percent, Indian - 4.0 percent, and Ukrainian - 3.9 percent [2].

As stated in the topic of the report, much attention will be paid to the functioning of languages in a limited area. The object of my research is Toronto, Canada. The city is a great example of a positive attitude towards multiculturalism. In 2016, the most common ethnic origins overall were Chinese with sum of 332,830 (12.5%), English origin - 331,890 (12.3 %) and Canadian oridgin - 323,175 (12.0%). Besides, there are such common regions of ethnic origin as European (47.9 per cent), Asian (including middle-Eastern – 40.1 per cent), African (5.5 per cent), Latin/Central/South American (4.2 per cent), and North American aboriginal (1.2 per cent). [3] This research reverberate in Toronto's ethnic neighborhoods such as a Chinatown, a Corso Italian, a Greek town, a Kensington Market, a Korea town, a Little India, a Little Italy, a Little Jamaica, a Little Portugal and a Roncesvalles (Polish community) [4].

In the future, the positive aspects of self-identification of different nationalities and their language environment will be carefully considered. However, this phenomenon has a number of negative factors, but it needs to understand if it has as critical impact on the functioning of the city and its infrastructure as it might be.

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## **VARIETIES OF ENGLISH IN THE MODERN WORLD**

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Nowadays English is almost unanimously considered as a modern lingua franca whereas 75 territories have English as a first language or as an unofficial or institutionalized second language. This leads to the fact that there are two billions of non-native speakers of English. Moreover, English in Australia, New Zealand and South Africa have evolved so much that they are distinctly different from British English. Thus, in the modern world, English cannot be narrowed down to only two varieties: American and British, but comprises numerous varieties, which are distinguished by lexis, pronunciation, spelling, intonation, and grammar [4].

World Englishes is a term used for new localized varieties of English. The study of World Englishes aims at identifying these varieties, defining the diversity of multicultural contexts and sociolinguistic backgrounds that influence the functioning of English in different regions of the world. Researchers are also studying the comprehensibility, interpretability and appropriateness of varieties of English as an international and intra-national language. The total number of Englishes in the world is a controversial issue, as new varieties constantly appear [2].

Studies show that many varieties are characterized by specific morpho-syntactic properties that are not found in the standard language. For example, in Singapore and Irish English, as well as Indian English interrogative clauses have inversion of subject and auxiliary verbs; Jamaican and Singapore English and several African English either overuse or underuse the definite article; several non-standard varieties allow the use of the progressive aspect with stative verbs; copula drop appears in a vast variety of English-based creoles and pidgins. Many variants of English, including American English opt for the past simple tense in the contexts where the present perfect tense is required by Standard English [3].

Moreover, the varieties of English consist of numerous dialects, the estimated number of which is over 160. Apart from the dialects that vary amongst the four parts of the United Kingdom (normally classified as English English, Ulster English in Northern Ireland, Welsh English, and Scottish), hundreds of dialects stem from a hybrid combination of the local language with English [3].

Indian English combines several varieties, which arose due to complex linguistic situation in the country. This network comprises both regional and social dialects of English, such as: Hindi English, Malayali English, Punjabi English, Bengali English, Maharashtrian English, as well as Butler English (Bearer English), Babu English, and Bazaar English, etc. [3].

Most linguists single out three main varieties of Australian English predominantly based on variations in accent: General, Broad and Cultivated Australian English. They tend to reflect the educational as well as the social background of the speaker.

The world is facing a boom of English borrowings into many languages, which leads to such varieties of hybrid languages as Konglish (for Korea), Denglish, Franglais, Japanglish, etc. Shortly before the 2008 Olympic Games, the world was presented with a new language: Chinglish. It is term was commonly applied to an ungrammatical blend of Chinese and English that is often too straightforward in its nominations, e.g. “deformed man toilet”. Brazilians have also adopted plenty of English words, though they often change the meaning in the process, e.g. using ‘*outdoor*’ to designate a billboard, and ‘*folder*’ instead of brochure. A separate stunning branch development of the English language is the pseudo-anglicisms. These are false cognates or words related to false friends of translators whose origin is

mistakenly attributed English, while actually there were invented by non-native speakers from English-like morphemes. The bright examples are such lexemes as: *autostop* (used in 13 European languages) – the real English word is *hitchhiking*; *body* (for infants) instead of Eng. ‘*infant bodysuit*’; *fotoshop* (Portuguese, Brazilian, Chinese etc.) – manipulated photo; *lifting* (French, Swiss, German, Polish, Italian,) – instead of ‘*facelift*’; *peeling* (Serbo-Croatian, Spanish, Portuguese) – should be ‘*facial or body scrub*’ and many others [4].

Speaking about the future of English, D. Crystal claims that several domains, as we shall see, have come to be totally dependent on it – the computer software industry being a prime example [1]. According to the Institute of Electrical and Electronics Engineers, the top 10 programming languages in the world are all based on English. Two of these languages, Python and Ruby, were created by non-native English speakers.

Despite of its diversity, English is regarded as a “global language” in our time. It has penetrated deeply into the international domains of politics, economics, crises management, business, communication, entertainment, and education. The convenience of having a lingua franca that serves global human relations is appreciated by millions of people, which ensures continuous development of this language. This development is spontaneous, uncontrollable and diversified, which in the long run can lead to huge discrepancies between the varieties of English.

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## **EXISTENCE OF LANGUAGE VARIATION IN GLOBALIZED WORLD.THE REASONS OF DECLINE LANGUAGES IN MODERN WORLD**

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We live in the period of globalization, in time of integration and convergence of political, economic and culture spheres of society. This process takes place both at the regional and global levels. Under the influence of globalization, national barriers are destroyed, which in turn leads to the formation of integrated and unified system structure of management and control over the world process. In addition, this influence extends to the formation of norms and guidelines of society, and as a consequence of the formation of individual consciousness. Which ultimately leads to interconnectedness between different nations, and their culture.

The aim of this work is to study the process of global integration of world cultures, and analyze how it is related to the disappearance of linguistic diversity and what threat it poses to society.

The object of my research is the linguistic diversity, its modification in the process of globalization.

The globalization era dates back to the 19<sup>th</sup> century during the Industrial Revolution. But, over the past 30 years, the development pace of this process has accelerated significantly. Especially clearly reflects increase of world globalization The KOF Globalization Index. In 1980 it was 41,69, while in 2018 index grew up to 61,82.[1] And with it growing serious debate about the positive and negative influence of world integration. If one side supports this process and argue that it is bring up notable world economy excrescence, opportunity

to form modern technical development, production improvement and the product quality level themselves, conducting multilateral trade, providing employment in developing countries. Also, improving the work of political and culture spheres, as an promote cooperation and amicable relations between nations which incentives for tourism too. While other side opposes this movement by bringing such reasons as generating social, culture, and economic inequality. Namely, the unemployment rate increase in developed countries, economic inequality among the country`s citizens, depletion of natural resources and raw materials due to the rapid pace of production processes. All that facts create a large economic imbalance between countries with different levels of development.

Furthermore, causing negative affection by impose culture of developed countries on the cultures of developing countries through a huge commercial and media boost, which caused loss of minority language. Over time, many indigenous traditions are modified by the inclusion of new inhabitants, from other commonwealth [2].

Based on these data we can conclude that, if the globalization rice will be as rapid in the future, as it is now, it may lead to the disappearance of state and social borders and cause the formation of a global monolith with a single center of government and lack of culture and linguistic variation.

As it was mentioned earlier in this work, culture of developed countries is integrating in cultures of developing countries. Which in turn displaces unique ethnic cultures and their heritage as a language. This process can be easily traced in the spread out trends from the West, or rather from the United States of America. The term «Americanization» is used to describe the exportation of American culture across the globe, a process related to a period of high political and economical American clout, as a leader of world market. For several decades American culture has expanded around the globe by spreading own culture. There is also, such concept as language «killers» which means the languages of «dominant» cultures that drive other languages into extinction. According to recent research the largest language «killers» are English, Spanish, Portuguese, French, Russian, Hindi, and Chinese. As a result people focus their attention on this kind languages, and contribute to the alienation from their own traditions.[3] The consequence of such choices is that 3,018

language are endangered today. There are remains a very small number of native speakers, which makes long-term existence of other unique language impossible [4].

Generally, there are 7,139 languages that spoken today. That number is constantly varies due to the fact that many new languages discover daily through research by world organizations. The mainly organization that researches vernacular and conduct technology service to conform the language endangerment by documenting, preserving and teaching of them is – Endangered Language Project.[5] As noted scientists and linguists, people live in connection with native environment, habitat. And when their national dialect goes extinct, humanity loses own knowledge of their environment, wisdom, philosophical and religious beliefs and native cultural expressions.

Summarizing all the above information of the work, it is clear that process of globalization gives great opportunities for world economy and politic development. And in one way or another can positively impact on different types countries. Nevertheless, this activity process can leave us without unique cultures and ethnic groups, whose story lasted for many centuries.

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### **SECTION III**

## **INTERCULTURAL COMMUNICATION IN BUSINESS, EDUCATION, AND SCIENCE**

### **BUSINESS COMMUNICATION IN THE INTERNATIONAL MULTICULTURAL SPACE**

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The development of international business activities coincided with globalization of markets. It is a worldwide trend, through which economies in the world lose their borders and connect to each other. The companies are no longer imprisoned in their borders and can implement a wide range of business activities around the world. [3] The process of mixing of different cultures, languages and faiths may often lead to a number of misunderstandings or even serious arguments among the participants of an international business dialogue. As a result, a number of particular rules of intercultural communication were created in order to hold business meetings and develop stable relationships among representatives of international companies with different cultural background successfully.

Effective communication between colleagues from different cultural backgrounds ensures a team is working harmoniously. So my report aims to reveal the basic principles and rules of intercultural communication, which can be useful for any executive. What is more, my intent is to promote cultural studies as an exceptional science which may not only expand the worldview but may definitely improve efficiency of business running.

Iron rules of Richard. Richard Gesteland is an outstanding modern American scientist in the field of management theory who has 26 years of experience working with companies in

many countries in Europe, America and Asia. He formed two iron rules of intercultural communication. The first rule says that in international business the seller must adapt to the buyer, which means knowledge of local characteristics in the area, customs and traditions. The second rule separates who will adapt in negotiating a joint venture, the establishment of a strategic alliance. As the experience of Gesteland shows, in international business the guest must follow local customs. [1]

Each culture has its own characteristics. Often in different nations, this attitude is the opposite as there are confrontations of the following types according to the book of Gesteland:

- attention to the agreement / attention to the relationship;
- informal / formal culture;
- culture with a rigid time frame / culture with a flexible time frame;
- emotionally expressive / emotionally restrained cultures.

You can read more about avoiding misunderstandings of these types in his book. [1]

The main theories of intercultural communication were: adaptation theory, coordinated meaning management, constructivist theory, social category theory, and conflict theory.

J. Kim's theory of adaptation is based on the human instinct to fight for balance in the face of adverse environmental conditions. This experience is not limited to any one region, cultural group or nation, but is a universal concept of the main social trends that accompany the struggle of each person when he is faced with a new and complex situation [2].

Coordinated value management. Since not all acts of communication have a specific purpose, achieving mutual understanding becomes not necessary. The goal is to achieve coordination, which is possible through interaction, understandable to its participants. What matters is not to what extent the rules adopted in this communication are social, but to what extent these rules are consistent with each other in the minds of each participant in communications.

According to constructivist theory all people have a special cognitive system through which they can interpret the words and actions of others quite accurately and accurately. But because culture affects the individual scheme of human development, representatives of different cultures form different views and perceptions.

Underlying the theory of social categories and circumstances of understanding the importance of social roles, stereotypes and schemes for the communication process. Here the question of influence of social group on the person, its positive attitude to members of the social group and negative attitude of this group to other people is very important. Based on the assessment of the social status of the interlocutor is the choice of communication style and possible topics for conversation.

From the point of view of conflict theory theory, conflicts are normal behavior, a form of social action that is governed by the norms of each culture. Accordingly, each culture has its own models of conflict.

In conclusion, there is no a company entering the world market which will be unable to collaborate effectively with other companies without knowing the rules of conduct and communication in a multicultural space. Each country has its own characteristics and traditions. Therefore, it is highly essential to learn how to avoid cultural misunderstandings in business.

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### **THE ROLE OF ENGLISH IN THE BUSINESS DEALING**

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Recently English has become one of the most used languages in the world. Actually, approximately 1.75 billion people worldwide tend to speak English at a useful level. Though, 375 million of those speaking English around the world are native speakers but over 1 billion people speak it as a foreign language. Airports, shops, educational establishments and many more institutions focus on implementing the English language as much as they can. Obviously, English is extremely important in successful business dealing. The way you speak it and use it in your profession, your writing skills and so on will be highly appreciated by the foreign businessmen. So, that is why learning English is an obligation in a modern world in order to promote your company to a higher level, to raise your income and integrate it into the international arena. To begin with, it must be admitted that English can be a powerful tool of communication which is, in turn, about offshoring and outsourcing of business processes. Even monitoring the performance in geographically diverse functions and business endeavors, this language is presented as a driving force. In today's business world, English is widely used as a primary means of communication for both small businesses and large corporations. Lots of famous and extremely successful companies, which are known by every single person, do use English as a common language during the negotiation and even during the servicing of the consumers.

English is now the global language of business. More and more multinational companies are mandating English as the common corporate language—Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing, to name a few—in an attempt to facilitate communication and performance across geographically diverse functions and business endeavors [5].

Undoubtedly, adopting a global language policy is quite difficult for many existing businesses, which causes companies invariably stumbling along the way. But, nevertheless, to survive and thrive in a global economy, companies must overcome language barriers because English seems to be the common ground forever, at least for now.

The proficiency of the language has also made it a vital part of success in the highly competitive corporate world. Many reputed organizations around the world rely on English as a means of communication in everything from emails to corporate documentation to even

popular and well-read business resources both in print and over electronic media. English is being used as the official language in over 70 countries [3]. There are thousands of reasons and excuses in favor of learning English and intensively introducing it into the functioning of the company. Here are three major points aiming to persuade modern businessmen and future entrepreneurs to learn such an important language: English is the language of the internet.

There are more English language users online than any other language and as a result, most websites and social media platforms are also predominantly English. If your website is in English with strong language skills displayed, it will be accessible to the widest possible number of users, which will cause the benefit for your company [4].

Most national as well as international organizations use English as a mode of communication for all official and legal matters. Proficient knowledge of the language assists in the smooth conduct of operations, such as regular exchange of emails, presentations, and sales and marketing. Most of the international successful businesses have their own web-sites, Instagram or Facebook pages only in English language just to be understood by everyone.

- There is an integration across national boundaries and an opportunity to bring your company to the foreign markets.

Speaking English can be a great potential to cooperate with international companies or to take root in other countries by introducing your business. This is a very attractive skill to prospective employers. If you can read, speak and write in English on different business issues, you can plan business travel and administrate effectively even abroad. Thereby, the potential entrepreneur has an access to international arenas to do a new business department abroad.

- A method to develop business in new branches and to gain experience with language

This language is a perfect tool to get new knowledge according to many business issues. Everyone can make the current business state much better just by finding out some useful information in English. Otherwise, the employers of the company may give the opportunity to their employees to take courses or various webinars in English. This way, people see the experience of foreign workers and take into consideration some beneficial facts connected with doing business. Whether through education, employment, or living abroad, experience tends



to give people the confidence they need to succeed in a certain task. So, the employees can be provided with the opportunities, such as overseas language training and job rotations, that open new doors and allow them to stretch their skills.

Rakuten, the famous Japanese e-commerce company headquartered in Tokyo, has sent senior executives to English-speaking countries like the UK and the U.S. for full language immersion training. Employees have also been offered weeks-long language-training programs in the Philippines. Although not easily scalable to 7,100 Japanese employees, the programs successfully produced individuals with functional English skills. Rakuten also plans to send more than 1,000 engineers to technology conferences outside Japan [4].

As a conclusion to everything mentioned above can be the claiming that the English language is critical to collaboration and increasing awareness of objectives in an International Business. English is the language of news, politics, entertainment and popular culture. Furthermore, it is the language of Internet, which is presented to be the business site in times of pandemic and quarantine restrictions, when people are forced to stay home in front of the computers. If you can demonstrate good knowledge of English along with knowledge of current affairs, then the business world is closer than you think. All of the businesses are built on relationships which rely on efficient communication. In this context is a language which is understood all over the world and is structurally less complex to master. If the employer wants to conquer the business world and overshadow the competitors, then English is the only language that can help one to do so.

Being fluent in English is essentially a survival strategy in today's competitive world. It automatically improves one's chances of climbing the corporate ladder [2].

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## **FEATURES OF BUSINESS COMMUNICATION BETWEEN REPRESENTATIVES OF DIFFERENT CULTURES**

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Our community lives in the world, where different nations exist such as Armenians, Moroccans, British, Ukrainians and so on. Each nation has its own language, traditions, symbols as well as own culture. In order to be tolerant and esteemed interlocutors people should respect these aspects in the communication process. This phenomenon is called intercultural communication. The problem of intercultural communication is especially acute when people significantly differ in customs, morals, worldviews, etc. converge. For

example, people in the East usually communicate at a fairly close distance, while Europeans or Americans are quite negative about other ones' interference in their personal area. It is an important component of modern society in various fields: tourism, business, education and etc. We are going to consider such a scope of application of intercultural communication as business.

Each culture has its own set of values, rules of etiquette and features of expression of emotions. In business, ignorance of the specifics and cultural code of the customer is a serious communication gap that can jeopardize business relationships and reputation. The most important skill in international business is the ability to listen, to hear and to understand. Only then it will be possible to work productively with suppliers and customers from any cultural background.

The essence of maintaining business multicultural relationships between Sweden and Japan is a vivid example of communicating to variety of cultures. To begin with, all of us know that the Japanese are really hard-working ones. There is nothing unusual when the post involves some evening and weekend work. The business meeting can start at 14:00 and end at midnight. In contrast, Swedes love to rest and do not rush anywhere. Their working day usually lasts from 10 am to 4 pm. It doesn't make sense to postpone business talks. But this feature of the Swedes does not mean that they will break deadlines. Therefore, if companies representing these two countries want to cooperate, one of them will have to make concessions for productivity. Another feature of the Japanese is that they mostly use chopsticks when eating. This is their cultural feature, which is really worth respecting. If you are planning a business lunch in a Japanese restaurant, you need to be prepared for the fact that the forks are not served there. To continue with, usually the Japanese understand English, but speak it poorly because of the strong phonetic differences between this language and their native language. Swedes, on the other hand, are fluent in English, and in order to show their respect for Japanese culture, they should find an interpreter in advance. So, as we see these two countries have a lot of differences and therefore the skill of intercultural communication will be more important than ever.

Similarly, other countries have their own cultural traditions, habits, even in business. Businessmen who establish business relations with Americans should have Curriculum vita,

which contains complete information about their education, the availability of various degrees and titles, positions they are going to, as well. As for the peculiarities of non-verbal communication, Americans do not trust those people who hide their eyes, because they are deeply convinced that the refusal of eye contact is a means of manipulating a dependent partner or a manifestation of lack of interest in him. The Chinese are not fond of strong handshakes. Therefore, do not lean on your partner's hand when shaking hands, it can be perceived as pressure and aggression on your part. The handshake should be soft, calm, friendly and accompanied by a smile.

In summary, given all that has been written above, we can conclude that intercultural communication is integral part of the modern world in any field. In intercultural communication it is necessary to adhere to generally accepted, universal rules of communicative behavior, which may differ from national etiquette; to take the peculiarities of the national character and thinking of the participants of communication, customs and traditions of the country, household culture, etc. into account. It contributes to the mutual understanding, tolerance and solidarity between all civilizations, peoples and cultures of the world.

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## LEARNING FOREIGN LANGUAGES IN NON-FORMAL EDUCATION

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The importance of foreign languages for bringing up educational and professional opportunities, as well as human career growth, is recognized at the national level and reflected in a number of national strategies and initiatives, including foreign language learning, as a national policy priority in Ukraine's strategic documents.

Thus, the Strategy of Sustainable Development “Ukraine 2020” within the “Program to promote Ukraine in the world and promote the interests of Ukraine in the global information space” provides for strengthening the institutional capacity for international strategic communications; increasing and optimizing Ukraine's presence at international events and platforms; involving in the international academic, cultural and social environment. At the same time, one of the strategic indicators for the implementation of the Strategy is “75 percent of graduates of secondary schools will speak at least two foreign languages, that will be confirmed by international certificates”; joining GoGlobal and adopting the National Program for the Study and Promotion of Foreign Languages “Ukraine speaking” [1].

It means that solving the problem of non-innovative approach to learning foreign languages can be considered today quite urgent, especially given the current challenges and the high level of global digitalization.

It is known that at the beginning of the twentieth century education was provided mainly by families, religious institutions and schools. Nowadays, in most countries of the world, it is done by the state. There are three types of education, namely: formal, non-formal and informal education [2].

An important prerequisite for the effective professional development is a well-balanced combination of formal (structural education, directed at a clear goal in the form of recognized certificates and diplomas), non-formal (any educational activity outside the formal system, may be self-educational activities aimed at obtaining additional necessary to the learner, knowledge, skills, competencies); and informal education (unprogrammed learning in everyday life, individual cognitive activity) [3].

The most familiar to every pupil, student and teacher is formal education, the so-called traditional education. Non-formal education is undeservedly relegated to the background, although in the process of learning foreign languages it is surely considered as the most diverse. After all the methods of this type of education can encourage the foreign languages learning and make it interesting and much easier, especially in today's world, when online resources are becoming an increasingly integral part of everyday life.

The phenomenon of non-formal and informal education was firstly mentioned in the West World at the end of the 19th century, with two main concepts: American and European. The founder of the American concept is the philosopher and psychologist Dewey, J., who revealed in his research “My pedagogical credo” the ideas of non-formal and informal education. American concept of non-formal education shows that the development of this phenomenon is mainly not “from above” that means from the theoretical concept and programs of its implementation; but “from below”, that is from the dynamically changing life itself, and the cognitive needs of people who require meeting new and diverse educational services. The European concept views formal, non-formal and informal education as a paradigm of lifelong learning rather than lifelong learning by itself. [4].

Such education may include programs for the development of professional skills and abilities, literacy of adults and children, basic education programs for persons who have completed secondary school early. Non-formal learning includes very often courses that update and improve skills of students, including in the sphere of information technology and communications, structured learning via the Internet (for example, using open educational resources), and courses organized by community organizations for its members, target group or the public.

Besides, non-formal learning can include academic learning activities with elements of research actions (various lectures, seminars based on the results of previous research work of students, etc.); imitation of professional activity (plot-role, imitation and business games, trainings, etc.).

All this is focused on the developing the research competencies and is more self-education. It is in this activity that the student takes an active position and realizes himself as a subject of intercultural, interpersonal and communicative activities.

Thus, foreign languages can be learned through three types of education: formal education, which is compulsory and takes place in educational institutions; non-formal learning when a person learns the language independently in certain organizations in order to expand knowledge; informal learning, which includes unintentional language learning by a person living in a host family in another country, learning from them and their environment. Isolated study is possible only within the framework of non-formal education, because as life experience shows, almost everyone has acquaintances or friends who have acquired a good level of knowledge of a foreign language, for example, in courses. However, it will be more effective to use all three types of education (formal, non-formal and informal), which will complement each other and work for better results. On the other hand, non-formal education manages to transform the interests and needs of students into a flexible and adapted form of learning.

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## **PECULIARITIES OF INTERCULTURAL COMMUNICATION IN BUSINESS**

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To be succeed in the business industry, to be able to negotiate with foreign partners it is important not only to have status and know a foreign language. It`s very important to know subtleties about the national culture of the interlocutor. And also, to take into account the typical behavior of his nationality, to know some of the traditions and customs. The discipline which helps to reveal successful strategies of business communication between participants of different nationalities is called "intercultural communication". So what is this term and is it important at all for modern business. [1]

Intercultural communication, sometimes called cross-culture, is a type of communication in which knowledge, ideas and emotions are exchanged between people from different cultures. Given the trends of modern society's desire for globalization, most companies go international. Accordingly, there are direct links between representatives of different countries. For multinational corporations, for example, cross-cultural communication is the basis of business. And in general, this concept is considered mainly in a business context [2].

If we talk about building the structure of interaction, there is a list of key tools for intercultural communication, thanks to which the interaction between business partners will be successful.

The first, and most basic, is fluency in a foreign language. This tool is basic and without it will be impossible to start building interaction. But even a thorough knowledge of the desired foreign language will not give a 100 percent guarantee of success in negotiations.



Sometimes it happens that a word or phrase has several meanings, known only to native speakers. It is worth considering this point in the process of communication.

Also, an important tool is awareness about the culture of the interlocutor's country. In order to understand how to communicate with this or that person it is necessary to have an idea of his picture of the world. It is important to understand what cultural roots underlie his behavior, his national customs and traditions. In addition, it is necessary to be able to determine his ideas about the world around him and his attitude towards life, to know about the presence of certain stereotypes. Some people consider the study of this, justly important, tool a waste of time. But in fact, it is a valuable investment in business results.

We should not forget about the nonverbal interpretations that are carried by most communicative messages. We are talking about understanding the nonverbal language of culture, like facial expressions, distance and gestures. Perhaps we all know the concept of the American smile? It is considered a calling card of the inhabitants of the United States. Analyzing American culture, we can say that Americans are positive and easygoing people, both in communication and business relations. In contrast to that representatives of Eastern cultures are more reserved. And it is absolutely normal to have such different behavior in building business relationships, because everyone is different and has personal views and opinions. You just need to know and take into account these features when building a communication. [3]

One of the components of non-verbal behavior is also the distance when communicating. What kind of distance are we talking about, you may ask? When people talk they stand at a certain distance from each other, tilting their heads in the direction of the interlocutor.

And as you know, representatives of different nationalities are used to communicate at different distances. For example, polyactive people, which include the southern peoples, are prone to talk at a close distance, almost right up to the interlocutor. And a funny fact is that when a good deal is struck, the diplomats of the South can start hugging and kissing. And it is considered absolutely normal and natural behavior for them, although for the representatives of our country such behavior is alien. [3]

This part of building communication often puts inexperienced businesspeople on edge because they don't know some of the national peculiarities. That is why it is very important to have an understanding of the non-verbal interpretations of the interlocutor as well.

Now when you know more about the concept of intercultural communication, I think you will realize how important it's in building business relationships. An effective way of interaction can only be chosen when there are clearly defined cross-cultural patterns.

What can we do to avoid misunderstandings and awkward moments during communication? It seems to me that the most important and leading role is played by education! I believe that the discipline of "intercultural communication" should be included in the educational program for all students who are involved in business and negotiations. Its goal would be to develop an innovative and active professional, with a diverse cultural perception. Students will know to apply in practice speech tactics, rules of behavior in the business sphere of different cultures.

People who are already directly involved in business should build cross-cultural profiles of the countries with which they plan to negotiate. It is also worth investing in your own cross-cultural capital!

And the last thing worth remembering is that businesses are created by people! Invest in people, develop their communicative competence!

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### **INTERCULTURAL COMMUNICATION IN BUSINESS**

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Business communications the process of sharing information between employees within and outside a company.

Effective business communication is how employees and management interact among each other to reach organizational goals and be more aligned with the core company values. Its main purpose is to improve organizational practices, eliminate silos, keep employees informed and reduce errors.[2]

Effective business communication is essential for success and growth of every organization. Unlike everyday communications, business communication is always goal oriented.[2]

The importance of intercultural communication in the workplace cannot, and should not be undermined. It plays an important role in the functioning of an organization and affects the final output too. Though cross-cultural interaction is not new and has existed for ages, with the advent of globalization, the world has come close together. It is not surprising then that people have to travel to different parts of the world as a part of their job and have to adapt to that new environment. However, adaptation is not always easy, and a little support from colleagues goes a long way in easing the process of ‘fitting in’ for the immigrant employee.[1]

Intercultural communication mainly relates to issues pertaining to speech and culture of those belonging to an environment or land different from their own. It is obvious that a person who grows up in China is going to have a different culture than someone born and brought up in the United States. Even people from the United Kingdom find it difficult to adapt to the United States and vice versa, though these are seemingly similar countries and even speak the same language.

In the work environment, these cultures affect the behavior and values of the employees. How they respond to superiors, to colleagues and to subordinates, are all determined by the culture they have been bred in. [1]

### Differences in Northern European business culture

Because of the geographic spread differences are substantial. The main differences can be summarized by the geographic location – for example the proximity of the UK and Ireland to Iceland means that the use of English language is high also in Iceland. The Scandinavian countries such as Finland, Sweden and Denmark do have a good use of English but are also likely to speak Swedish as the main or secondary language.[4] The population of all these countries is quite small – under 10 million per country; however, the UK is an exception with over 63 million people. Only two of these countries have the Euro as their currency – Ireland and Finland, with others having their own national currencies.[4]

There are differences in the formality of meetings and respect of hierarchy. For example the Swedes are quite informal and emphasise open and democratic dialogue during the negotiation phase. Whilst following established protocol is critical to building and maintaining business relationships in the UK.[4] In Scandinavia, the communication style is often direct, open and “to the point”. In Britain and Ireland business communications can be difficult to read since the British and the Irish do not like to offend their business partners and sources of disagreements are not always obvious to detect.[4]

### Differences in Southern European business culture

People in the Southern European region both understand the value of and actively use social media to communicate, but SMEs in this region are yet to fully understand and capitalise on its potential. However, interest is growing as is the understanding that it is now an essential part of their communication strategy. Punctuality is an important aspect of business meetings, but not every country has the same perception of time. In Spain, Italy, Greece, and Cyprus being late is usually not considered impolite, whilst in Croatia, Malta, Slovenia, FYROM and Turkey people value punctuality and expect international business partners to do the same [3].

In conclusion, I can say that it's very essential to know specific differences in intercultural communication for successful dealing. You can avoid many problems that arise due to misunderstanding and ignorance of another culture. It's very important to understand the culture of another country so that there are no stupid situations in which you can look

disrespectful and even rude. It will help you find the right approach to your business partner and potential client; it will also help you to conclude successful, long-term deals.

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## **THE ISSUES OF INTERCULTURAL COMMUNICATION IN BUSINESS**

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The most important issue is the increasing number of population who connects with cultures which differ from native one. The opportunities for setting up business are expanding. That is why; the peoples of East and West can have some problems in communication. These features are the most vital in business means of communication. During negotiations between customers, a positive impression depends on how attentive you are to the partner's cultural preferences. For example, the French value politeness and good manners, as well as liberal views on doing business with foreign companies. Frankly speaking, the British often prefer to do business with local offices of huge multinational corporations. The appropriate qualities for successful work with foreign business partners are patience, flexibility and respect. The specialist in a logistic area cannot ignore cultural differences. If a partner ignores the features of the cultural code, it will be a fatal mistake that leads to break the business. It would be good if international managers had to be aware of cultural stereotypes

and learn to reject them. There are a lot of problems of intercultural communication that arise because of the difference between emotional and emotionless manners to business. But ought to emotions exist in business language and should they be separated from the justification of partner's opinion? Americans demonstrate their feelings and try to make rational decisions. In Asian countries, it is thought impossible to find solutions concentrate on emotions, because emotions will affect them. The Japanese say, "Only a dead fish has an open mouth, when they see a person on TV waving his hands and gesturing" and the British say, "Empty vessels make the most noise". Due to of strengthening international economic relations, it is extremely crucial for future professionals to gain experience in intercultural communication, which provide with competitiveness in the world labor market.

To achieve effective communication in business should follow the requirements:

- Language: use clear vocabulary, avoiding professional terms; monitor the high level of literacy of both oral and written language; speak loud enough, pay attention your partner's interest during the conversation; use appeals acceptable to the partner and call him by name; do not talk about taboo topics: politics, religion or health.
- Appearance: observance of a dress code taking into account national features; do not use the dress elements or color combinations that can affect the feelings of the partner.
- Non-verbal signals: make sure that gestures, facial expressions and posture do not contradict the content of the message; prefer open rather than closed poses and gestures.
- Decision-making: take into account the national cultural characteristics of the partner country in terms of the method of decision-making (collective discussion - Japan, the decision of the leader - the United States, a narrow meeting of people - the United Arab Emirates) and the amount of time you spent.
- Perception of information: listen to your partner and show your interest in facial expressions; be ready to accept opinions, assessments and positions; present critical arguments objectively and offer alternatives; ask clarifying questions and politely ask to explain if something is unclear.

All international business includes communication. Within the international and global business environment, areas such as information and ideas exchange, decision-making, negotiation, motivation and leadership are all based on the ability of managers from one

culture to successfully communicate with managers and employees from other nationalities. Effective communication is a challenge for businessmen and businesswoman around the world, even when the company's workforce is culturally similar, and when the company has a diversity of languages and cultural backgrounds, effective two-way communication becomes more difficult, but nowadays it becomes more wide spread.

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### **E-LEARNING A FOREIGN LANGUAGE**

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To ensure the implementation of higher education programs with high efficiency, the implementation of appropriate reforms in distance and innovative learning, that meet all up-to-day requirements, is a very important process in the development of education in Ukraine. The development of distance learning courses in higher educational institutions will be useful to ensure equal access to educational opportunities for all students, especially for workers, or for those who study simultaneously in other universities in Ukraine or abroad. Private educational organizations and government agencies around the world support the use and development of distance learning by accumulating pedagogical and methodological experience for further development.

In the modern world, the term “distance learning” arose due to the needs of society and recently has combined all the benefits of using modern technologies in the educational process, namely the use of social networks and multimedia along with traditional methods [1].

The aim of distance learning in higher education is to provide students with opportunities to independently develop educational material and receive the necessary advice at a convenient for them time, regardless of location.

The distance form can be successfully used in the foreign language learning by students at any stage of this process. First of all the effectiveness of such training depends on the quality of the methodological content that accompanies each lesson. Methodical materials for distance learning should be aimed at independent development of the foreign language communicative competence of students, developing and training of all necessary linguistic skills, provide the necessary conditions for learning new linguistic material with further practical use, encourage active creative search [3].

Distance learning technologies represent many new opportunities for teaching foreign languages, which allow furthering the expanding of the amount of teaching methods, just as language laboratories, television and computers that have increased the standard classroom. Nowadays, there are e-devices without social networks (Viber, Skype, WhatsApp, Telegram, etc.), that allow to conduct distance learning in the same but improved way. The use of e-devices, such as the Internet and multimedia, is the main means of providing e-learning, as well as content, technology and services - these are the three key sectors of e-learning. Although, it is obvious that there are two more sectors, such as the consulting sector and the support sector, which also play a major role in the distance learning system. Computer-assisted language learning programs provide multimedia sounds, videos, graphics, and texts that allow students to be exposed to the target language and culture [2]. The developing of e-learning courses is usually based on a specific context including webinars, video clips, audio scripts, forums, charts, ICQ, Skype, Google Meet, Zoom, online testing, online tutorials and whiteboards. E-learning technology tools are divided into two major groups: synchronous (chats, interactive whiteboards, video conferencing, ICQ,



SKYPE, ZOOM, etc.) and asynchronous (e-mail, blogs, forums, Twitter, video and audio podcasts, online testing).

There are numerous advantages and disadvantages of both synchronous and asynchronous e-learning and data transmission tools.

The advantages include: 1. Synchronous means of communication: maintaining personal contact with students; feeling of direct voice contact in distance learning courses; spontaneous and perceptive use of language similar to the real environment; providing timely support for voice communication through instant feedback from the audience and management; immediacy, operational cooperation and personal contacts; 2. Asynchronous means of communication: additional time and opportunity to consider the decision and to think over the answer; opportunity for full participation in the communication process at any time; speech rate can be changed, and students with different language skills can be easily involved in the course; participants of interaction do not depend on time, place and planning process; a sense of comfort when communicating in writing.

The disadvantages can be: 1. Synchronous means of communication: fragmentation of learning (students may be in situations that distract them); communication time is limited (little time for reflection); the problem of planning can arise for students in different time zones or those who are busy at work; they may require additional software; 2. Asynchronous means of communication: participants feel the lack of personal contact and verbal communication; it takes a longer period to make group decisions; feedback may be delayed for days or hours.

Some time ago the use of distance learning in higher education programs in Ukraine was quite a problematic issue as live communication between a teacher and a student was absent. Nowadays this problem is solved with the help of state-of-the-art tools for synchronous and asynchronous communication that are improving every day to increase interactivity. It should be noted that only according to the combination of pedagogical knowledge and modern technologies it is possible to implement a successful distance learning of a foreign language.

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### SPECIAL ASPECTS OF INTERCULTURAL COMMUNICATION

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Today's realities determine the interest in the study, development and introduction of new branches of science into the practical sphere. One of those is intercultural communication - a science that studies the features of verbal and non-verbal communication of people belonging to different national and linguistic and cultural communities.

It is known that communication is one of the most active forms of human life. However, it is not just the exchange of information that carried out by verbal means. This is a process that is also conduct nonverbal means, which sometimes even replace usual language communication.

Also in the context of globalization are constantly changing forms, methods and means of communication of people, which in turn change the nature of communication.

Expansion of international contacts, first of all, involves foreign languages ownership. However, this is not enough. In order to avoid obstacles in communication with representatives of different countries and hence different cultures it is necessary to have knowledge of their cultural characteristics.

Scientists argue that models of human behavior formed in the process of education in a particular socio-cultural environment. One of the most important component of this model is communication, which carried out in accordance with the rules and regulations adopted in a particular society. Violation of these rules and regulations often leads to misunderstandings and an obstacle to a successful communication process can happen. So, in order to avoid various mistakes in communication on cultural ground has a vital need for intercultural communication.

Speaking of culturological aspects, for example, of Great Britain note that their features are associated with the ancient times of the Celts conquests of the Anglo-Saxons, Danes, Normans, who brought their own features, norms, traditions. As a result, formed certain features that can be defined as British commitment to tradition, practicality, discipline, love and respect for home, restraint, honesty, sophistication of manners, gentlemanliness and more.

Psychologists note that programming has been established since childhood "Own" and "foreign". [1] With the development of one's own "I" belongs to a certain group. It is to some extent a self-identification that is archaic in nature and connected with self-preservation because "foreign" in the minds of ancient people was perceived as dangerous and hostile and "his" as something that gives a sense of security and reliability. Hence the bias towards other cultures that reflected in stereotypes in relation to a particular ethnic group.

According to Walter Lippmann, stereotype is a prejudiced opinion, who decisively control all the processes of perception. Sometimes it is difficult for a person to give up stereotypes because they are facilitating the perception of phenomena, do not require effort for their real knowledge, so themselves save energy and human time. Of course, such a perception reduces and sometimes deprives a person flexibility in perception. In addition, it can cause

some communication difficulties that it is very difficult for a person to accept something "not his own".

An important component of the national is connected with the psychological unconscious stereotypes - an archetype. According to the definition of Carl-Gustav Jung (1875-1961), the archetype is primitive model of the psychological unconscious which affects the perception of reality on the basis natural instincts and socio-cultural factors [2]. Archetypes permeate national rites, folk art, myths - everything that reveals the most ancient images of the living world, people and other things that acquired symbolic significance for national culture.

Language is a mean of materialization of the various pictures of the world that it creates consciousness. According to Wilhelm Humboldt (1767-1835), different languages are different vision of the same thing. Because different languages penetrate the whole story humanity, they are for nations the organs of their original thinking and perception. [3]

As mentioned above, communication is verbal and nonverbal means. Nonverbal communication plays an important role in communicative process, especially in cases of long pauses and silence. There are the following types of nonverbal communication:

physiognomy (facial expression, eye contact);

kinesics (gestures, posture, body movements);

haptics (touches, handshakes, kisses);

proxemics (interpersonal distance, space of communication);

paralingual means (intonation, pitch and volume, pauses).

There are also several types of communicative silence:

silence when changing communicative roles;

silence in order to consider the next remark;

active silence of the "listener";

waiting for silence on the reaction or response of the companion

Often in intercultural communication about silence, pauses or their absence manifestation of national communicative styles. For example, the speakers of Eastern countries tend to listen more to the interlocutor, they do not object openly, it is unacceptable for them to enter into a discussion with a guest. Pauses and silence, in turn, is a necessary component of their

communication. Speakers need to know in intercultural communication knowledge of a foreign language is not enough. Speakers need to know, be aware of and apply other important components of a successful communication process. It is very important not only to know the language, but also what a person puts into it over time communication.

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## INTERCULTURAL BUSINESS COMMUNICATION IN ONLINE NETWORK

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The relevance of this topic lies in the fact that the processes associated with the phenomenon of globalisation provide regular contacts in various spheres between representatives of different cultures. This situation requires solving practical tasks and issues of cultural adaptation of representatives of one culture in the territory of existence of another cultural community. We've focused on such a tool as online networking, because in the context of the pandemic it makes no sense to deny the importance of online communication. The concept of the network society is closely related with the role of electronic communications technologies in society. Today, social media are global media tools for a variety of business, political and social purposes. The unprecedented growth of networks makes them a strategic resource for the expansion of all businesses, national and international, in any field. The expression "Twitter Revolution" (as well as "blogging revolution", "Facebook Revolution") has emerged as a statement of the latest communication revolution.

The expression "network society" was first suggested by Dutch researcher Jan van Dijk in 1991. He characterised the "doubling" of social space [1] and later, he noted the continuing deepening of digital inequalities [2]. We do, however, lean towards the concept of a network society given by the foremost theorist Manuel Castells (2004), - "society whose social structure is made up of networks powered by micro-electronics-based information and communications technologies" [3].

Business networking is about communication with other business people: potential clients and customers, suppliers and useful professionals. The aim is to make yourself and your business known, to make partners or even friends, in short, to start cooperation with a wide range of people who are useful to each other.

American researchers N. Siegband and A. Bell emphasise that intercultural business communication is a factor of influence of the business's leaders on the situation, but the problem of barriers is still relevant [4]. For example, Americans, British and Germans are distinguished by their individualism, they negotiate intensively, wasting no time in empty formalities. Asian businessmen find their style too rude, aggressive and selfish. The Chinese rarely make their final decision at the negotiating table - agreements reached must necessarily be approved by the top leadership [5].

We agree with the above-mentioned authors and highlight the following problem aspects with online networking:

1) Sixty percent of communication offline is non-verbal and exactly the opposite of online: facial expressions, gestures, mannerisms convey information to others. These tools, on the one hand, can have a negative image in other cultures and become a barrier to successful communication and, on the other hand, help to discover real emotions and reactions and facilitate a more close contact.

2) In addition, barriers create a difference in the feeling of time and space; on the one hand, this factor complicates online communication and, on the other hand, makes it possible to compromise on the timing of networking [4].

In the process of studying the topic, we have also discovered the main advantages of online networking:

1) Business leads. Online expands the platform for communication with customers.

- 2) New contacts and referrals. Networking with many like-minded people helps you stay up-to-date on the latest developments, trends and opportunities.
- 3) Visibility. Even if you're a genius employee or business owner but sit quietly in the office, no one will find out about you. Online networking works better than advertising, especially in developing a personal brand.
- 4) Efficiency.
- 5) Confidence, moral and spiritual values.

The above mentioned clearly demonstrates that differences in communication culture, business practices and communication lead to variations in business style, methods and tools, and require business leaders to make a certain change, high control of their feelings and emotions, the ability to fully appreciate and evaluate the new culture as beneficial for their own development and the basis for mutual enrichment, and most of these problems find their solutions in online communication. In our opinion, managers who build contacts in the multicultural space need to establish priority zones of positive emotions during communication, accept another culture in terms of acquiring new personal and business qualities and inappropriately explore new means, styles and methods of communication both online and offline.

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## ETIQUETTE AS THE MAIN CONSTITUENT OF INTERCULTURAL COMMUNICATION

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Today, people are increasingly faced to the problem of intercultural communication. The process of globalization contributes to the need for skills such as understanding communication between different cultural systems. There are many concepts of the word "communication", consider several of them:

Communication is a process of exchanging messages, there is a constant reproduction of meanings, as they do not coincide in people who speak the same language, who grew up in the same culture. From this we conclude that communication is a way establishing contacts and helping to exchange information

The Ukrainian scientist O.A. Potebnya explains the difficulties of intercultural communication by the fact that: the act of speech only stimulates the listener's mental activity, which is more or less similar to the activity of the speaker, the speaker's thoughts are not transmitted to the listener; the listener's perception is never identical to the speaker's. Every understanding is a misunderstanding, every agreement is a disagreement together. [1] Most definitions of "intercultural communication" include the opposition of intercultural and intracultural communication. All definitions of "intercultural communication" can be summarized to the following denotations:

- a sphere that studies the interaction of individuals with different patterns of historical origin behavior;
- interaction of parties with different experiences;



- a type of communication in which the sender and the recipient belong to different cultures;
- the process of communication (verbal and nonverbal) between communicators who are speakers of different cultures and languages, or a set of specific processes of interaction people belonging to different cultures and languages. [2]

The culture of communication is one of the most important components of the professional culture of professionals. It creates a set of knowledge, patterns of behavior, values, characteristic of business communication situations, as well as changes their use in the practice of posterior understanding in communication. The culture of professional communication determines the level of development of communicative knowledge and content of specialists aimed at the effective implementation of professional requirements.

Etiquette norms are the expediency of using speech means in different social conditions (the speaker chooses certain formulas of speech etiquette in accordance with the social status of the partner in communication). Pragmatic norms are the rules of communication (in particular, the ability to start and end a conversation, etc.) and communication tactics (the ability to paraphrase a statement, fill a pause, etc.). These rules are mandatory for application during the communication process because of long, blank pauses, incomplete sentences, incoherence of speech lead to loss of interest on the part of the listener. Therefore, compliance with the rules of speech etiquette will help improve the culture of professional communication.

Etiquette of speech communication is communication that takes place in accordance with social, cultural and historically formed norms in standard situations of human interaction. It should be noted that such communication includes both the verbal component (certain speech formulas, selection of vocabulary and grammatical structures, intonation characteristics of the language, etc.) and non-verbal component (facial expressions, gestures, postures, distance between the subjects of communication, etc.)

Thus, a distinctive feature of intercultural communication from other types of communication is the awareness of the differences of the partner, as well as the differences of language, gestures, symbols, symbols. Intercultural and intracultural communication are related phenomena that occur when people interact in a particular place and in a particular

environment; both include elements of language play and are characterized by some similarities and differences in the cultures of their participants; the success of both depends on mutual coherence, competition and cooperation.

Specific symbols, stereotypes, prejudices, and national speech etiquette play an important role in intercultural communication. The culture of communication is one of the priority components of the professional culture of professionals. It synthesizes a set of knowledge, values, patterns of behavior characteristic of business communication situations, as well as the ability to flexibly implement them in practice in order to ensure the effectiveness of joint activities.

A significant role in communication should be given to etiquette and pragmatic norms that will help the specialist to explain the information to the interlocutor without losing his attention and avoiding "long pauses". This will help to establish contact as clarity and conciseness of the information will help to reduce misunderstandings in intercultural communication.

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## **THE IMPORTANCE OF BUSINESS COMMUNICATION IN COMPANIES' ENVIRONMENT**

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Business communication is a broad concept related to any information communicating within an enterprise or organisation for the sole purpose of bringing benefits to the organization. It involves the exchange of information in a variety of forms using many

different platforms and devices. Business communication often includes two phases: *relaying* of information and giving feedback, which are important for streamlining all business processes and ensuring that everyone is on the same page.[2]

The main types of communication in a company can be divided into: internal business communication and external business communication. Talking about internal business communication, the following types should be classified: upward communication (any communication that comes from the subordinate to the manager; that is up the organizational hierarchy), downward communication / managerial communication (everything that comes from the superior to the subordinate), lateral communication / technical communication (internal or interdepartmental communication, implies communication between colleagues). External business communication is any communication outside the office and internal staff. It includes dealing with customers, suppliers or anything that affects the brand. Four types of business communication can be defined:

- receiving instructions from both managers and employees. This helps to establish effective delegation and also helps to avoid a lot of problems in this area;
- when information is exchanged and discussed in organisational meetings, problems of incorrect execution of instructions/tasks or failure to execute them at all are avoided.

A person in a leadership position must give excellent, effective feedback, correcting and disciplining people who report to him, which in turn helps them to do their job.

Problem-solving and decision-making meetings and discussions are the best communication techniques, which also promote high critical thinking and are considered to be one of the most important discussions for any organisation.[1]

By the way, communication mainly manifests itself in three main forms: verbal, written, and face-to-face. These days there is a number of platforms for this, which we use via digital and/or electronic devices. Quite extensively, businesses use web and cloud portals as platforms for collaboration and synchronisation of company-wide data, regardless of location. Video conferencing, where information is shared, the relevant business communities can participate in an online video session or meeting. Reports and presentations can easily be created and presented using media to share with others via online-transfer or at a meeting. Verbal communication includes telephone meetings, which

involve a multi-stakeholder information sharing session and the provision of feedback in the form of an answer to a question within the business. Personal meetings are usually one-to-one meetings where people share and / or pass on information. For example, an interview or a general business meeting. E-mail is most often used in companies for written communication (communicating important information within the company), because it is accessed on desktop workstations as well as on tablets and mobile devices. As Blue Source noted, more than 205 billion emails are sent worldwide, while only one-third are opened. Today, there is an extensive selection of instant messaging apps, such as Slack, Messenger, Skype, etc., whose functions also include synchronising data that is stored in the cloud.[2] Business communication differs from everyday communication in that it is focused on achieving company goals. It is its effective use that leads to the success and growth of the organisation.

Behind one`s research on employee engagement, leadership communication is a major factor in internal communication. Correct leadership communication with subordinates solves many problems, like misunderstanding of tasks, scattered information. Four out of five employees believed that effective internal business communications helped them do their job. [3]

Moreover, information overload often prevents employees from finding the information they need, resulting in poor performance. Cross-departmental communication within the company should also be kept in mind. Being able to easily communicate and collaborate with each other is important for employee productivity. Remote teams are the future of work. According to the Global Mobile Workforce Forecast Update, over 40% of the world's working population will be mobile by 2022, and in developed countries such as the US, these figures could soon reach 75%.[5]

After all, business communication is an important part of any organization, because we are always in the flow of information. Attention must be paid to both internal and external communication. In this case, improving them will have a positive impact on both employee efficiency, their sense of teamwork, and customer service and satisfaction.

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## **SELF- REALIZATION OF YOUTH IN MODERN ECONOMIC CONDITIONS**

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Youth is the best period for finding and disclosing the potential of an individual. In any part of history, youth has been a moving part in revolutions. They have been generating new ideas and embodying innovations into our lives. Time from time, through self-realization geniuses of young generations have been utmost successful in different aspects of socio-cultural life, but also changed social structures. Even the term “self-realization” is tightly connected to terms as “self-awareness” or forming of self. Through the prism of self-awareness people create a goal as “realizing me”, realizing own life goals, producing sound plans about one’s life. Youth

is definitely one of the most important periods for identification, forming of self-esteem, awareness of their own reference groups, but also understanding how the previous works and previous success can influence themselves on later growing and self-realization.

For researching the problem of self-realization of youth in the period of modern economic conditions, we should research the object of the report – young people. Youth is a special socio-demographic group that separates itself from other socio-demographic groups with age differences and the specifics of culture, and other features of this social layer. The socio-demographic group of youth comes a number of social statuses that belong to different social strata, for example: a student, a young expert, a high-school student, etc.

Why youth is allocated as the center of researching the question of self-realization? Because the age ranging of the social group “youth” is quite wide, the way that it is influenced is grouped by new modern trends in different youth subcultures, economic changes, migration policies of countries, etc. H. Abels said that youth is a group that society depicts as its own present, and its own future [1].

When the conversation is about self-realization of youth, we can conditionally highlight three important components: self-knowledge, self-esteem and self-development. Self-knowledge predicts the research of self, the knowledge of own skills. Self-esteem helps the individual to determine the importance of own self. Only after the processes of self-knowledge and self-esteem comes the process of self-development – the last result and the awareness of life goals [2].

In our opinion, the elements of self-realization in the current period are better reviewed through the prism of K. Yung concepts of extraversion and introversion. Extraversion is expressed in closer attention to the outside world of an individual, the desire of the individual to be in the environment of other people, and the introversion is the complete opposite to that – the attention to the inside world of an individual, voluntary social isolation [3].

It is known that the status of international pandemic has changed the economic and social realities of life, and these realities have affected on the processes of self-realization of individuals. Because quarantine conditions created global social isolation, in these circumstances the introverted person has more opportunities for self-knowledge, preservation of self-esteem and self-development. Extraverts are in less of comfortable and overall worse

conditions then introverts, because isolation is a demotivating factor for them. If we classify extraversion as social openness and introversion as social privateness, then new conditions for living will be more comfortable for introverts.

The uniqueness of self-realization in the times of quarantine restrictions consist of the uniqueness of the crisis in our lives. Any changes on the governmental background will affect the socio-cultural background of youth, including self-determination, self-realization and self-development. Stagnation creates slow and needed changes in the social spheres of young lives. If we can say about the problem of self-realization of those who cannot start this process, then it's connected to the issue of social deprivation and the absence of motivation during the pandemic.

Therefore, self-realization of youth in the modern economical period of a pandemic can be studied from different angles. The pandemic became a crisis moment and a starting point for changing social lives and the existence of youth, raised a new self-development issue. In any crisis, this particular one gave a chance for testing the young generation for saving the life balance.

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## **INFORMATION TECHNOLOGIES IN THE PROCESS OF DISTANCE LEARNING OF ACADEMIC DISCIPLINES**

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Today, there are various educational systems in universities: full-time education, part-time, and distance learning. The distance form is gaining popularity. Distance learning is a way of obtaining education using a computer and modern information technologies, provides students with the opportunity to study at a distance, without interrupting work and traveling abroad [1, c. 10]. Distance learning has advantages and disadvantages. For example, when we are at Universities, we get a lot of information from lecturers. Nowadays, everything has become much easier, most teachers and students have the opportunity to use various equipment: laptops, computers, smartphones. Thanks to innovations, teachers can record a lecture and send it to a large number of students by e-mail. Students are able to open a lecture at any convenient time and listen to it without being distracted by noise and conversations at classroom. Distance learning makes high-quality education affordable. For example, young people who would like to study at world-famous universities, they have got some possibilities to choose them and study. Universities such as Stanford and Harvard allow everyone to feel the atmosphere of the learning process. These universities and many others share lectures and teaching materials on the network. As practice shows, a large number of students are interested in this training system. Today, I and many of my acquaintances are studying distance learning for specific reasons. One of the reasons is the opportunity to get education for the future job. The second reason is that, there it is no necessity to go to universities every day, which allows you to reduce physical and material costs. The third reason is that you can continue studying during quarantine caused by various infectious diseases so that students are not exposed to the risk of infection. I would like to express my own opinion that was arranged on this form of study, in particular about of disadvantages. Firstly, the students haven't an opportunity to contact the teacher personally. Secondly, when we would like to communicate with our comrades, during the period of studying the various studying subjects, we haven't got the opportunity to do this personally, and we also lose the chance to prove our point of view, we cannot learn teamwork, resolving conflict situations and effective interaction with each other. The third reason is that, being a lot of time at a computer or smartphone, we have got a lot of diseases that have the bad influence



to our health, in particular: headaches, losing vision, back pain. I could be said the tiredness at all, because we limit ourselves to physical activity and become more dependent on gadgets. In my humble opinion, the main reason is that not every profession can be mastered in distance learning. Examples include the professions of doctors, engineers, firefighters, etc., as these professions require practical attention and responsibility. As for me, my studying at University, it could be said that not all subjects are studying well at distance learning. For example, law discipline, statistics, and macroeconomics are suitable for a distance and full-time education. I consider that English language and business psychology are intended exclusively for full-time education, because students need the communication with lecturers.

These are the learning subjects where emotions must be shown. Students and teachers should demonstrate own skills and knowledge. For me, as a sportsman, the subject of physical education is very important, visiting various sections and participating in competitions, which, unfortunately, is impossible during the distance learning. In the process of distance learning, we come across unforeseen circumstances that bother us every time. For example, at the most inopportune moment, the light can be turn off or your computer may fail. Also, the Internet can be disconnected during an important online seminar, and you can do nothing with it. Distance learning makes you dependent on technology.

Summarizing the above, it could be said that distance learning has advantages and disadvantages. Electronic technology makes our work easier, but our physical condition is gradually worsening. We can communicate at a distance with our classmates and friends, but at the same time not experiencing the feelings of emotions that would be at the meeting. Distance learning will inevitably force you to fight your strongest opponent - your laziness. However, if you are confident in your abilities and are determined to learn, distance education offers you a variety of opportunities for professional and personal development. We must understand the main thing, that moves and live communication will always remain in the first place.

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## INTERCULTURAL COMMUNICATION IN BUSINESS, EDUCATION, SCIENCE

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**Introduction.** The topic of intercultural communication is understandably a broad topic. With the globalisation of business, there has been an increasing interest in intercultural communication. While there is value in understanding the customs of specific cultures, it is more efficient and effective to establish a basic understanding of intercultural communication, which can then be applied in a variety of cultures.

**The main part.** Intercultural communicating means communicating among people come from many and various cultures face to face. For foreign language educators, to develop the learner's intercultural communication competence is to know how to teach foreign culture. The relationship between language and culture is dynamic. Firstly, language is an important part of culture. It is the primary vehicle by which a culture transmits its beliefs, values and norms. Secondly, language is influenced by culture. If there is no language, culture would not be known. That's why effective global communication allows workers from different cultures to work together as a group.

Furthermore, intercultural learning implies experiential learning. It is not sufficient to read books about culture, to listen to lectures about other cultures. But it is necessary for an

individual to experience being confronted with new and unknown situations, to learn from and with people from other cultures, to experience insecurity, fear, rejection as well as security, trust, sympathy and empathy.

In case you consider to Intercultural Business Communication you should be ready to achieve new skills for successful interaction with international collaborators. Here are some tips that can help you:

- I. The preparation is the most important part of the interaction. So the first step is doing a research about culture differences and business etiquette. By doing this you will obtain beneficial information that can be used in the future.
- II. The second step implies getting experience by simply observing people: how they are sitting, where do they place their hands. Watch their body language and gestures.
- III. The third step requires communicating with people who are intimate with the culture you are interested in. This process provides you the best background with the least loss.

Nowadays, the scientific part of intercultural communication deals with a group of Humanities: philosophy, psychology, sociology, Linguistics. Science in particular is characterized as a framework of the communication and the exchange of information. A philosophical discipline known as Epistemological orientations defines different ways in which people view, conceptualize and engage with the world. It corresponds to different ways of seeing the world, each of which may be useful and accurate in itself, but each also providing a different perspective.

There is now quite strong evidence that participation in specific cultural communities affects not only what people think but how people think. It can expand ones' horizons and motivate for developing and growth.

**Conclusion.** Culture can also be understood as a highly individualized process of learning symbols and meanings, which gives the individual an insight into certain phenomena of the world around him or her. This process, in which prior knowledge and perceptions always play an important role, guides the development of meanings in each individual. The meanings formed through this process influence the experience that follows them, which in turn contributes to a new interpretation of the already existing meaning. Thus the

phenomena of the world around us is being understood in new ways all the time. Therefore, culture is “a constantly evolving perception of the world, which is individual and unique”.

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### THE MEANING OF INTERCULTURAL COMMUNICATION IN THE MODERN WORLD

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The process of globalization contributes to the understanding of communication between different cultural systems as an essential element of the picture of the modern world. Intercultural communication contributes to the formation of professional and communicative competence of future professionals. Communication allows you to share

information, experiences and it is a way to establish contacts. Its effectiveness depends on the ability of all participants in this process to truly understand each other.

Common language does not indicate a common idea of the interlocutors about the subject of conversation, resulting in misunderstandings occur even among native speakers. Everyone has their own worldview. Its personal perception of the environment affects the forms and methods of transmitting information to interlocutors. The nature of interaction between representatives of one culture is determined by their social origin, upbringing, education, sphere of professional activity, individual worldview. Sometimes this leads to some difficulties in communication. The difficulties of intercultural communication are more obvious. Internationalization and globalization in society require the establishment of contacts at the international level, within intercultural communication.

Intercultural communication is both a science and a set of skills that need to be mastered during communication, because interaction with another culture requires certain knowledge and skills, focus on inherited and established norms of social practice of people belonging to different national and ethnic communities.

A characteristic feature of intercultural communication is the awareness of the differences of the partner, as well as the differences of his motivations, intentions, background knowledge, code (language, gestures, symbols, symbols, etc.). Intercultural and intracultural communication are, of course, related phenomena that occur when people interact in a particular place and in a particular environment; both include elements of language play and are characterized by some similarities and differences in the cultures of their participants; the success of both depends on mutual coherence, rivalry and cooperation.

Specific symbols, stereotypes, prejudices, and national speech etiquette play an important role in intercultural communication. The culture of communication is one of the priority components of the professional culture of professionals. It synthesizes a set of knowledge, values, patterns of behavior characteristic of business communication situations, as well as the ability to flexibly implement them in practice in order to ensure the effectiveness of joint activities.

Intercultural communication is closely linked to tourism, as tourism has been and remains an important form of intercultural contact. Intercultural communication in tourism reflects

not only the search for cultural unity, but also the tendency to preserve cultural identity, so tourism can be seen as a form of intercultural contacts, as a means of enriching cultures.

In modern society, such a function of education as the assimilation of experience, the experience of communication of people from different communities, which determines the development of cultural ties between people of different countries. In this sense, scientists consider tourism as a powerful means of education and a form of intercultural relations that contribute to the intensification of international contacts, the expansion of borders, resulting in openness to other countries, the mutual enrichment of cultures. The basis of the system of tourism education, according to scientists, is the recognition of tourism as an expanded educational space, where the development of the individual, his moral orientations, life and social definitions, his professional choice.

Nowadays, intercultural communication is carried out in interstate relations, entrepreneurial, scientific, educational activities, and interpersonal relations. Accordingly, the subjects of intercultural communication are world regions, ethnic and national cultures, ethnic social groups, as well as individual individuals. Successful contacts with representatives of other cultures are impossible without knowing the features of these cultures and practical skills in intercultural communication. For this, the knowledge of a foreign language must be supplemented by the knowledge of the peculiarities of culture, the examples of intercultural misunderstanding, the presence of practical skills and knowledge in behavior, which are introduced.

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## **CURRENT TRANSFORMATIONAL PROCESSES OF CONSUMER ETHICS**

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The issue of setting up the current transformational processes of consumer ethics has become the central principal for functioning of a business. At the same time, the world companies are interested in their own leader positions on the platforms of their product functioning, forming different strategies of production in limits to ethical values and the means to communicate with the consumerism behaviours and the ethics of consumer.

The main task of the report is to analyze the current transformational process of consumer ethics and their impact on the world economy situation.

Consumer ethics are the sphere of social and economic relations that influence the politics of businesses and the specifics of product marketing. The theoretical grounds for researching consumer ethics are the scientific concepts of the post-industrial society. The consequences of overactive productions and the development of the capital have jumpstarted the creation of consumer ethics, and therefore, are mostly the characteristic part of the post-industrial society. In addition, people have more opportunities for spending their own leisure time and relaxing of societal and economic problems. Nowadays technical developments become more scientific, theoretical knowledge becomes more important that it used to be: “It (the technology of future) needs those, who are capable of critical judgement, which can orient in the new conditions, who quickly define the connections in reality, who change quickly” [1]. The developed network of social communications supports the widening knowledge of consumer ethics. As a result, history has formed the problem of consumerism that is an

ineffective for not knowing how to use resources properly and to form rightful laws of responsible consumerism.

Nowadays the consumer ethics is not only the needed measure of compromise in the economic environment, but also behaves as a brand, that influences on the character of having a choice and buying products. Thus, the consumer ethics creates mutual dependence of the production processes and marketing in the sphere of economic relations. Rational consumerism becomes important in the processes of social phenomena and effective social integration, and contributes to mass development of socio-normative products. According to research, ethical consumerists are a big part of the market. We understand consumer ethics as a summary of different behaviours of consumers on the market that accord to the norms of global values. The orientation of developed countries for producing a greater level of welfare and increasing the quality of consumer goods has been an important factor of international economic relations. The economic and social crisis of these two years has made a bunch of problems in the sphere of mass production and marketing. Companies on the developed markets that have suffered because of the economic crisis have to set up a stable development by increasing market shares. Consumers continued to hunt for bigger valuables, but they also expect that those valuables will get integrated in the system of selling products. For that reason, companies need to have better brand control and client services [2].

The main changes of the social sphere, including the ethical paradigm, directly influence the structure of consumer ethics. The main socio-economic event of these two years is the pandemic that has affected every part of mass tendencies. It's important to notice, that the event as the pandemic and quarantines theoretically is classified as a period of social anomie, that means that the appearance of acceptant results are not provoked by the problem, but only hastened it. Each of the developing processes is dictated by the request of society, and got developed by violating existing norms, therefore hastened all the social processes for researching the needed processes in the period of social anomie. It's important to pay attention on the quality and speed of changes of given tendencies, because they are not especially new and existed before-hand. The research of business-client connections



demonstrated that companies have adapted crisis reactions for new and upcoming client requests [3].

We can highlight the main tendencies in the sphere of consumer ethics:

1. The service field in the day-to-day life as a way of organizing the integration of comfort in the working environment.
2. The robotization of everyday life, as a material base of ethical values. Robotization helps to delegate a part of everyday responsibility, leaving possibilities for implementing free time or the development of “self”, that is logical in the period of postmodern society.
3. Inclusiveness as an inescapable metamorphosis of economic production under the impact of new ethics. Modern consumers seek for products that are not only satisfying their own needs, but also depict their own values.
4. Personalization. The consumers refuse from globalization challenges and hyper consuming and move for buying more of exclusive and individualized products.
5. Ecologization. Ecologization is not only a part of product implementation of biologically safe materials, but also recycling and reusing products of all consumer levels.

Conclusions: the current transformation of the consumer ethics is on the stage of certain ambidexterity that due to interchangeability of the product market by the moving of these ethical norms and unevenness of these changes. They depend on the quick social processes, long-lasting structural changes in the population and the world economic situation.

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## **CREATIVE YOUTH AS AN INTEGRAL COMPONENT OF INTELLECTUAL DEVELOPMENT**

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In modern psychological science, the problem of creativity occupies an important place as a problem of human development in the conditions of dynamic increase in the variability of the world around us. Youth should be prepared for collision with new unexpected professional tasks that exceed acquired knowledge and require non-standard creative solutions from them. That is why the development of creativity as a capacity for constructive thinking becomes more relevant [1].

Creativity is considered as the most important and relatively independent factor of giftedness. Studies by foreign psychologists have confirmed the conclusion that the manifestation of creativity, on the one hand, does not depend on the level of development of intelligence, and on the other hand, creativity necessarily involves intelligence level above average. It is believed that gifted children have high creative performance and IQ above 120 points. However, great knowledge, erudition, numerous skills and ways of solving problems lead to the fact that a person no longer seeks to find new independent and original solutions [2].

Different authors determine the ability to creativity in different ways. The common concept is that creative abilities are manifested in the creation of something new, original. The criterion for this is not the quality of the result, but the characteristics and processes that activate creative productivity — this is creativity (E. Fromm)[1]. One of the most famous concepts of giftedness in American and world psychology is the theory of three rings by J. Renzulli. It considers giftedness as the interaction of three groups of human qualities: intellectual abilities that exceed the average level, high enthusiasm for the task performed and a high level of creativity [2].

I. N. Semenov points out that "the essence of creativity lies in the fact that in the process of solving the problem there is a contradiction between the resources "I" (that is, personal and intellectual stereotypes) and the uniqueness of the conditions of the situation. Self-overcoming this contradiction acts as a creative discovery of the principle of solving the

problem and at the same time — as its personal intellectual development, which is expressed in the active restructuring of the person himself and the reorganization of thinking" [1].

Openness is understood as: the ability to see the problem from different sides; the possibility of rethinking, overcoming the "barrier of experience of the past"; easy perception of new ideas; the possibility of restructuring the usual actions, already obtained conclusions; ability to reassess the values of the leading type of activity; flexibility and criticality of thinking [1]. Among the numerous works (O.M. Matyushkin, J.O. Ponomarev, Z.I. Kalmykov, etc - creativity means a complex integrative system of personal and intellectual formations [1]. "Template Resistance" L. B. Ermolaeva-Tomina defines as the initial basis structure of the creative style of mental activity [1].

According to Y. O. Ponomarev the essence of creativity as a psychological property is reduced to intellectual activity and sensitivity to the by-products of his activity. For a creative person, the greatest value is the side results of the activity, something new and unusual, for the networking — important results for achieving the goal (expedient results) and not novelty [1].

To sum up man and society are elements of a common unified system that can exist only due to its ability to change, due to the presence of internal conditions for improvement — openness to development processes. A creative person is a person who has a high level of knowledge and is able to reject the usual, stereotyped. Thus, creativity is the creative ability of an individual to quickly and unconventionally solve intellectual problems, the ability to generate unusual ideas, to deviate from traditional patterns of thinking.

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## INTERCULTURAL COMMUNICATION IN EDUCATION AND THE WORKPLACE

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There are many different national cultures, customs, psychological thoughts and characters in the world that coexist together. Of course, all have their own characteristics and difficulties in overcoming various problems and life situations that are inherent in the intercultural communication of educational participants. One of the most important factors of successful communication between representatives of different nations is the creation of favorable conditions for different cultures. This necessitates the improvement of education, forms and methods of training in these conditions.

Communication is the process of sharing information between two or more people. It is a mode of sharing thoughts, feelings, expressions, and many other things too. Communication is an art. For some people it comes naturally, while the others are too nervous when it comes to communicating. And if you have problems, fears, misunderstandings in communication - you can easily overcome your fears and communicate freely with different people on various topics.

Modern society cannot exist without an intercultural education. Regular exposure to socio-cultural diversity helps to shape open, tolerant individuals with a competitive edge on the labour market. However, what is also important is the skill of communication and negotiation across cultures.

The National Doctrine of Education Development states that the priority tasks of modern education are preservation and enrichment of Ukrainian cultural and historical traditions, education of respect for national shrines; formation of a culture of interethnic and interpersonal relations; educating a person with a democratic worldview, who respects civil

rights and freedoms, respects the traditions, culture, religion and language of communication of the peoples of the world [2, p.3].

The basis of the formation of a person who is capable of intercultural dialogue and communication is the relationship between language and culture. All humanity is a product of language and culture, which are given to us at birth and when mastering the native language. "There is a strong layer in the language, together with the language we learn as something permanent. But then conflicts begin when we meet people who have different living conditions. Naturally, there are conflicts of cultures and conflicts of languages "[3, p.17].

Therefore, we can say that dialogue and interaction of different cultures is the main idea of multicultural education. Through understanding and awareness of the content of native culture, you can understand the specifics of other cultures. The exchange of achievements of material and spiritual culture of countries and peoples in the field of production, trade, science, art and many others lead to better intercultural understanding.

With the increased globalization of workplace settings across most industries, today's managers need a more precise understanding of intercultural communication in an effective management strategy. Managers who want to remain competitive in the global marketplace and who want to lead effective teams working with heightened energy know that they must exercise an understanding of how the other person wants to be treated in a business setting. In the work environment, some cultures affect the behavior and values of the employees. How they respond to superiors, to colleagues and to subordinates, are all determined by the culture they have been bred in. Their attitude towards and their comprehension about their surroundings is also different. Their pattern of communication is varied and their concept of formality and informality is different.

The importance of communication in the workplace can be summed up in two words: "work satisfaction". All organizations today should create an environment where problems, plans, issues, opinions, thoughts and ideas pertaining works are discussed and handled in a professional, proficient manner through positive and effective communication. Communication, like all human behavior, is governed unconsciously by deep cultural values, and preferences for particular value sets produce distinctive communication patterns.

It is very important to help each other adjust easily; the environment impacts the efficiency of employees, local or immigrant. The only way you can get the best out of them is to give them a positive environment that they can embrace and move on. [1]. To work in the global environment, we have to develop communication as a conscious skill.

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### **DEVELOPMENT OF MODERN COMMUNICATION SOCIETY**

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Intercultural communication refers to the communication between people from the different cultures. Intercultural communication represents broad ideas that are difficult to express in just one way and takes place in many areas of our modern life:

#### **1. Business**

I am absolutely convinced that intercultural communication in business is very relevant. After all, business is always different and sometimes it is just a start-up that is being developed by two young comrades. But frequently two or more companies decide to work together and form a joint venture. The owners of the combined companies may not be from

the same country, and their moral principles may differ. Moreover, they can profess different religions. The situation is the same with multinationals-large companies operating in many countries.

For normal functioning of such businesses, the very intercultural communication is needed, a kind of tolerance that will help lead the business to success, despite the spiritual, moral and life principles.

Employees must accept each other. After all, business is an otherwise world, in which the main things are expertise and teamwork. Not the best option to get black looks from each other due to the fact that your opinions do not coincide. It's better to share them and combine them into one incredible idea, giving the green light to the business.

## 2. Education

Education is reaching higher levels faster and faster. Many people go to study abroad, to the countries where mentality, culture and traditions are different. But this doesn't interfere with getting a quality education. I will not forget to mention, that people also take online courses and attend online webinars, which can be attended by every person, regardless of the country in which he/she lives.

## 3. Science

Various specialists work in the field of science. Take doctors, for example. Very often, doctors from one country send patients to another country for surgery or treatment. Because there is better medicine and specialists are stronger. In this case, intercultural communication is also important. Doctors care about how to cure a person, and other nuances do not play such an important role. Also, scientists who invent new drugs can work in teams with professionals from other countries. And of course specialists from different countries and even continents also gather for scientific research and inventions.

As you can see, we have analyzed three different areas of life. And intercultural communication is an integral part of each of them. Eventually, we are all human and we are all not the same. As the saying goes: "Many men many minds".

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## SECTION IV

### **INDUSTRIAL - INNOVATIVE MODERNIZATION OF UKRAINE AND WORLD ECONOMY**

#### **WAYS TO IMPROVE THE EFFICIENCY OF PERSONNEL IN BANKING ORGANIZATIONS DURING A CRISIS PERIOD**

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Anti-crisis management of the bank's personnel provides for targeted actions of the organization's management to ensure social protection of employees, creating conditions for the effective use of human resources.

Let's highlight the following areas of work with personnel in a crisis: staff reduction; refusal to recruit new employees; reducing the cost of the compensation package; reduction of working time and, accordingly, employee wages (reduction of the working day, working week, vacation).



The use of anti-crisis management mechanisms as an alternative to bankruptcy will ensure the bank's transition from a defensive to an offensive strategy of activity.

For effective personnel management, along with traditional management methods, it is necessary to use innovations, improved, and non-traditional approaches in management activities, since today the basis of any type of enterprise management is highly efficient activity. In our opinion, it is expedient to assess the efficiency of personnel and the bank as a whole using the Business Performance Management (BPM) methodology [1, p.108].

BPM is a program to increase efficiency, motivate and stimulate the development of employees in an organization. In other words, it is an achievement management system.

The BPM methodology is based on the idea of a continuous management cycle that includes strategy development. At this stage, the strategic plans for the development of the enterprise are determined, a system of key performance indicators (KPI) is formed and their quantitative values are established. The operational development of plans and the reallocation of resources for the implementation of the strategy is carried out. Planned target KPI values are used as benchmarks when preparing plans; monitoring and control.

Operational accounting of the actual execution of budgets, comparison of planned and actual values in budget items, as well as planned and actual KPIs are carried out; analysis and regulation. The corporate governance cycle ends with the adjustment of strategic goals and operational plans, ensuring the continuity of its stages.

It has been proven that today BPM solutions in HR management are effective. Firstly, it is the volatility of the economic environment that accompanies the globalization of the world economy.

The second reason is the emergence of new management tools and the possibility of their effective use. BPM is the result of the evolution of both management theory and information technology since it has incorporated both current management principles and modern technologies [2, p.110].

Another option for improving the personnel management system is the SAP information system module – "SAP HR", which provides efficiency, convenience, and speed in resolving issues of selection and recruitment of personnel. The software offered for the work of HR departments, in general, has limited functionality, aimed primarily at solving problems such

as personnel records and payroll. SAP HR offers a completely different approach to the automation of HR services. A well-built SAP HR system does not operate in fragments but obeys the general logic of company management by its development strategy.

Now the innovative personnel management system is rapidly developing based on information and communication technologies, which can be distinguished in the following projects.

1. "Career portal" - an Internet resource integrated with social networks (a potential candidate for promising positions in the organization uses information portals, blogs, web tests, and web games);
2. "Virtual School" – an internal portal of the organization (any employee online gets acquainted with the lectures of specialists in the field under study, studies in the distance programs of Western business schools, participates in distance business games and webinars)
3. "Social card of an employee" – a program of "non-monetary motivation" of employees (the formation of virtual accounts of employees in the "social budget" of the company, the choice of benefits for a predetermined differentiation of their cost, etc.);
4. "Gamification" (a new business concept based on the application of approaches characteristic of computer games in software tools for non-game processes and the use of the best ideas of loyalty programs, game mechanics, and behavioral economics in real business processes). The main areas of Gamification are HR, IT and marketing departments of companies. Gamification is a search for non-standard solutions that help make work more interesting.

Particularly acute for most banking divisions is the problem of turnover among newly young professionals. This is because in the first months of work, employees are just mastering the business process, most of them have low wages, which are not satisfactory. The solution to this problem can be the introduction of an adaptation allowance in the amount of 20-30% of the approved target income for each profession. Such an additional payment, on the one hand, compensates for the low efficiency of new employees, and on the other hand, it will keep them interested in improving their efficiency.

To increase the efficiency of the existing personnel management system, the bank additionally needs to introduce methods that will take into account an individual approach to adaptation, training and motivation of personnel. It is possible to find an individual approach to each subordinate and reduce employee turnover in the first months of work by introducing a mentoring system. With such a system, a mentor (mentor), who is a qualified employee with sufficient experience in the company, will help a newcomer to "join" the team, master new norms of behavior, corporate values, understand their responsibilities, and understand how to grow and develop in the company [1, p. 77].

We propose the following measures to improve the efficiency of personnel labor motivation in banking organizations during the crisis period:

- 1) an increase in the fixed and variable income of employees;
- 2) introduction of an adaptation allowance;
- 3) introduction of a mentoring system;
- 4) regular individual conversations between managers and subordinates;
- 5) an individual approach when creating a social package;
- 6) horizontal rotation of employees;
- 7) delegation of powers.

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#### **INDUSTRIAL AND INNOVATIVE MODERNIZATION OF BANKING IN UKRAINE**

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In terms of overcoming the crisis in the banking system and its strengthening, the modernization of banking through the introduction of innovations to increase the competitiveness of domestic banking institutions and strengthen solvency, financial stability and liquidity is an extremely important issue. On the one hand, innovation is a necessary condition for competitiveness. On the other hand, competition creates incentives for innovation.

Banks, as the main financial intermediaries that have the greatest impact on the provision of economic entities with money and saturation of the economy with it, face, like other economic entities, the need to overcome the effects of global financial and economic crises and ensure the stability of their activities. In addition, it is at the expense of banks that central banks regulate cash flows in the country and use banks to smooth out the crisis in the economy [1].

Modernization in banking institutions is due to the introduction of the following innovative changes: change in the structure and appearance of the banking institution; multichannel activity with a combination of new and traditional technologies and tools, self-service, remote service, telephone centers; virtual banking and financial technologies: bank account management, cash settlements, electronic signature, conclusion of agreements; integrated use of new information and communication technologies for electronic and mixed (traditional and new) marketing; new opportunities for internal control and audit; changes in the qualifications of workers: product manager, consultant, specialist in transactions and consulting; dispersal and organizational division of the bank into three elements: distribution of services, production part and portfolio bank; banking network optimization: segmentation, changes in branches and branch network; integrated use of new information and communication technologies for electronic and mixed marketing; new banking products (services) based on new technologies, new self-service machines (mono- and multifunctional, information) [2].

When formulating their own strategy, banking institutions should consider the innovative vector of development as the most important means of ensuring the stability of their

operation, economic growth and competitiveness, as the efficiency of a bank depends on its ability to meet certain customers' needs. The results of the implementation of such innovations can be manifested in expanding the bank's customer base, optimizing its branch network and organizational structure, increasing financial market share, reducing transaction costs of banking operations, as well as ensuring the long-term sustainability of a bank.

Banking sector of Ukraine is the key to successful economic development of our country by expanding investment lending, but this requires significant financial capital, which is why the measures taken by the National Bank of Ukraine are strategically important in the modernization of the domestic banking sector [3].

Thus, banking innovations based on information and communication technologies are the basis for efficient operation, competitiveness and stable development of banks. Systematization of existing approaches to the definition of the economic essence of the concept of "innovation" and "banking innovation", allowed to formulate the definition of banking innovation and its differences from pseudo-innovation. It is substantiated that in modern conditions it is expedient not to speak about separate bank innovations, but about system organization of innovative activity of banks according to strategy of innovative development of a bank which should include two important components management of innovation process and the organization of innovation activity, search for ideas and their practical implementation in better new and improved products, services and technologies, entering the market of banking services with them in order to obtain economic, strategic, social and synergetic effects.

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## **TECHNOLOGICAL PARKS AS AN EFFECTIVE DIRECTION OF INNOVATIVE DEVELOPMENT OF UKRAINE**

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The development of a modern state is largely determined by the availability and efficiency of innovation processes that determine the transformation of research results into new products, technologies and services. Unfortunately, our country is characterized by imperfect innovation policy and low efficiency of innovation, which is due to the lack of a systematic approach to innovation processes [1].

The problem of economic backwardness is a serious threat to Ukraine, which can be overcome only if we restructure our methods of work quickly, update products and technologies, look for new markets – all that is part of the concept of “innovative path of development”. This process can be implemented through an effective form of support for innovation – technology parks [1].

Technology parks are a kind of catalyst that should contribute to the formation of knowledge-intensive industrial sector and form the scientific and technical core of the whole economy. For countries with economies in transition, the development of technology parks becomes the basis of an innovative mechanism that combines in a single stream the generation of scientific ideas, applied development and implementation of scientific results in production [2].

Analysis of the world experience of using scientific developments to increase the competitiveness of products, studying the peculiarities of the creation of technology parks, the problems of their operation is very relevant and promising for Ukraine. This will stimulate investment activity and the mechanism of effective use of scientific and technical,

production and human resources and can be a means of strategic economic transformation [2].

However, the work on the creation of technology parks and business incubators in our country is quite slow. A significant part of them still remains at the level of projects and proposals. The main reasons for this are two: expectations of initial public investment and an imperfect legal framework. If the first problem is solved by recruiting more professional staff, the second cannot be solved without the help of the state [3].

The idea of creating technology parks is fruitful and timely, because it is an effective mechanism for generating business structures in science and technology, a mechanism that combines and strengthens scientific and innovative activities of universities and research centers, a mechanism for integration in new conditions of science, production, entrepreneurship, finance, local and regional governments [2].

Technoparks form a legal environment for venture enterprises, the appropriate material base, which on a competitive basis allows to select projects to create new equipment and full technologies, to train staff focused on business activities, to conduct applied research at the current level, adjust developed technologies, create opportunities for their industrial development [3].

As a result, an environment prepared for innovation is created for the implementation of new ideas in the form of goods needed by industry and competitive in the world market. The introduction of the achievements of science and technology in real life, which provides an innovative model of development, will lead to the modernization of the economy, which is to replace some elements of the production system with others, more modern. These can be fundamentally new technologies that are the result of completed research and development, or those that are improved through the use of new knowledge [3].

Thus, science as a generator of new knowledge should be recognized as a national priority of development and a major factor in the economic reform. This becomes possible only under the conditions of consistent state scientific and technical policy, which is based on ensuring the country's innovation security, defining and implementing strategic priorities of scientific and technical development and creating favorable investment conditions for enterprises actively implementing innovations through the state regulation [3].

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## MODERNIZATION OF UKRAINE'S ECONOMY BY INCREASING THE COUNTRY'S ENERGY SECURITY

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The processes of globalization of the world economic relations, along with predominantly positive effects, is characterized by significant risks of the emergence of various kinds of conflict situations in the economic, political, financial, social and other spheres of human activity. Contradictions and conflicts that arise between states and business structures, increase the vulnerability of their security systems; reduce competitiveness; affect the level of economic well-being. Energy security in the national security system of the state plays a major role. Natural resource factors (mainly the presence and energy efficiency) play a key role in the formation of an integrated security system for industrial and post-industrial economies. This problem is also urgent for the Ukrainian economy which is still energy-intensive. In the past few years, when Ukraine faced serious geopolitical challenges and military aggression provoked from the outside, the energy situation has fallen into decay.



We are threatened with loss of territorial integrity and serious socio-economic upheavals [3].

Energy is one of the Ukrainian economy's strategic sectors whose safe, stable and sustainable functioning and development is vital for the majority of aspects of social life and public welfare. Our energy sector is also important in global terms as Ukraine is a key actor in the energy security process of the whole European continent.

The energy reform aims to bring the national legislation in line with the EU law, norms and standards as required by the Association Agreement between Ukraine and the European Union [2]. Once implemented the EU legislation and standards will help speed up positive transformations in the energy sector. It will also unlock the country's significant potential in the innovative energy segments such as renewable energy. Together, all these steps will help strengthen the energy independence of our state and improve the quality of domestic consumer services.

To solve these problems, Ukraine needs to follow different reforms:

- introduction of efficient energy market rules and mechanisms, demonopolisation and promotion of competition;
- introduction of competitive conditions to stimulate renewable energy power generation;
- reforming the Ukrainian coal industry;
- introduction of an integrated approach to setting energy and environmental policies.

These goals will help:

- to improve the quality of services and make each consumer a market participant;
- to ensure fair pricing in electric power and natural gas supply to domestic consumers;
- to reduce the burden on industrial manufacturers archiving fair end goods pricing and an overall enhancement of competitiveness of the Ukrainian real economy;
- to ensure continuous supply and availability of energy for all consumers;
- to reduce dependence on imported fossil fuels;
- to create decent working conditions and wages for miners;
- to repay debts to miners;
- to facilitate doing business where mines have been closed down;
- to set social conditions for the adaptation and occupational retraining of miners;

- start restructuring of the economy with the transition from resource-based to high-tech model;

shape a strategic vision of the energy sector greening and decarbonisation [1].

**Conclusions.** Reforms in the energy sector can have a significant impact on formation of positive trends in the national economy in the nearest future perspective. Economically justified and legally supported decisions will solve many problematic aspects of socio-economic development in the face of severe financial constraints and economic downturn. The strategic goal of such reforms and transformations is formation of a sustainable energy sector of the national economy.

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## **FEATURES AND PROSPECTS OF INTERNET BANKING DEVELOPMENT**

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Globalization of financial relations, significant advances in technology – the emergence of microprocessor plastic cards, rapid development telecommunications, primarily the global Internet – launched a new direction in banking: Internet banking, with the development of which a bank has got great opportunities in providing services while the client has got the most convenient way to get them.

Internet banking is a remote technology banking services "home banking", which allows the client, without visiting the bank office, to carry out various types of operations and receive the following banking services:

- provision of public banking information, in particular, on the terms of deposits and issuance of loans, exchange rates, etc.;
- purchase and sale of currency;
- opening deposits;
- providing authorized information on the status of the client's accounts (balances, turnover, execution of statements for a certain period);
- payment for goods, insurance policies, utilities;
- replenishment of card accounts, etc. [1].

So, Internet banking is a service that banks provide to their customers and which are able to carry out via the Internet all the standard banking operations that can be performed by the client in the bank 's office, for except for cash transactions.

Today, when transactions to service customer accounts, payment cards, transfer payments and money transfers have become traditional and long practiced by banks, the use of Internet technology allows to improve and raise the level of usual services. In fact, Internet banking is a qualitatively new stage in the development of "Client-Bank" systems, thanks to which a client gets the possibility of remote access to bank services through the Internet. The fundamental advantage of Internet banking is lack of customer attachment to a specific workplace or software. For owners of multiple accounts in different banks, using Internet banking does not require the use of any special software for workplace security. From almost any part of the world, having a computer and Internet connection, a client gets secure access to information on the status of their accounts in various banks.

The first attempts to develop an Internet banking system in Ukraine were made by several Ukrainian commercial banks, namely: PrivatBank, APPB Aval, the First Ukrainian International Bank. There are 15 banks in Ukraine, including JSPPB Aval, JSB Agio, VA Bank, Kreditprombank, International Commercial Bank, Nadra Bank, Citibank (Ukraine)”, “Privatbank”, “Pravex-bank”, “Ukrsotsbank”, “Ukrsibbank”, bank Finance and Credit and some others have announced their first steps towards Internet banking [2].

Among the most popular functions of mobile and Internet banking are payment for mobile communications and tracking card transactions, transfers to third parties, payment for the Internet and transfers between their accounts using Internet banking.

The factor holding back the development of Internet banking in Ukraine is, firstly, a relatively small number of Internet users compared to the Western countries. And most of them use the Internet as an information network or a convenient channel for business correspondence. Secondly, it is the lack of a proper legal framework that would carry out all banking operations remotely; thirdly, it is customers' distrust of banking institutions in general and Internet banking in particular.

The more serious reason, of course, is the fact that Ukraine has not yet developed a mass culture of consumption of even traditional and most common banking services. In addition, the vast majority of payments are made in cash. Most are simply wary of working with regular banks, saying nothing of the Internet banks.

It should be noted that the use of the Internet banking system both separately and together with traditional ways of serving bank customers has clear advantages, which are manifested from the standpoint of interest of different groups of bank stakeholders. The main advantages of Internet banking include an increase in the rating of banking institutions, attracting new customers through expansion the boundaries of the market for services, the emergence of additional opportunities to attract financial resources, etc. At the same time, the Internet banking system requires significant financial, human, intellectual resources for its development and implementation, as well as ongoing support, which makes it possible to fully use it mainly in large banks (PrivatBank (Privat24), Oschadbank, etc.). In the majority of small banks, either a remote Internet banking system is missing, or its capabilities are currently limited to services with opening a deposit and transfer of funds.

So, the current development of Internet banking in Ukraine meets the current needs of customers, now all banks provide almost the same set of tools that can meet the basic needs of customers: receiving account information, making transfers. However, in order to make Internet banking visible in the market, it is necessary to expand the range of services, and banks need to work at this issue today.

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### **INNOVATIVE MODERNIZATION OF THE UKRAINIAN ECONOMY**

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Innovative development of the economy, taking into account the current state of the economy and science is a difficult task. But moving forward is extremely necessary. First of all, through the state support of innovative projects, development of public-private partnership and other mechanisms of influence, which together with the improvement of the regulatory environment during the implementation of economic reforms will provide a basis for positive structural changes in the economy. And for this it is necessary to create

appropriate conditions for increasing the interest of entrepreneurs in the modernization of their own production or in the creation of productions based on new and latest technologies. To this end, it is important to improve regulatory policy, introduce incentives for entrepreneurship, adequate to the level of this task, including small and medium-sized businesses, promote the commercialization of scientific and technical research and implementation of their results in production. innovation market and production, if we want to develop the economy on its own technological basis. In the absence of domestic developments, it is necessary to ensure the transfer of technology, but Ukraine should receive equipment and technology only at the current level [2].

Prospects for the development of Ukraine's economy will depend on increasing its competitiveness and the implementation of qualitative structural changes through the transition to investment and innovation model of development. It is the implementation of progressive institutional and structural transformations, the deepening of European integration of the Ukrainian economy that should bring Ukraine to the group of countries that will emerge from the crisis renewed and capable of dynamic growth [1].

Despite the significant amount of scientific work on innovation, the problem of formation and implementation of effective innovative modernization of the national economy of Ukraine is covered insufficiently. A selective-fragmentary approach to the analysis of various aspects of the direct combination of theories of modernization with innovation and state regulatory policy prevails. As a result, the issues of developing an economic model for the implementation of innovative modernization policy become relevant; attracting investment sources through the investment market and through infrastructure institutions; selection of options for providing the necessary resources for the development of enterprises, which form the integrity of the theoretical and methodological foundations for ensuring the complexity of mechanisms for implementing innovation and investment policy at the micro level of the economy [1].

In addition, the importance of studying the dynamics of innovation modernization, theoretical and practical significance of developing concepts for mobilizing investment resources and improving the policy of innovation management in the real sector of Ukraine's economy, their lack of coverage in scientific and professional economic sources.

The modernization scenario emphasizes the need to form and develop Ukraine's own potential, which allows to preserve the national identity and position their own innovative, noosphere software. The innovative economy is characterized by a new quality of economic growth, a new economic structure, mass innovative entrepreneurship, cooperation between government and business, the development of a cluster economy (when the world economy becomes a network economy, clusters play the role of horizontal cooperator at state and regional levels). The result of such transformations should be an increase in the gross value added of Ukraine's economy[2].

This scenario also provides for a review of potential factors of economic growth. In Ukraine, socially active elements (education, culture, science, social transfers in the development of employment), which would stimulate the development of human capital and increase its importance in GDP growth, are less than 1%. In modern conditions the importance of science and the newest technologies in creation of scientific and innovative space is actualized. This requires Ukraine to design a scientific policy, as well as to create a mechanism for its funding [2].

The efficiency and effectiveness of innovation and investment development of the national economy are determined by the effectiveness of interaction, forms, methods within the economic mechanism of state regulation. Therefore, further research should relate to the modernization of the financial and credit mechanism in resource support for the implementation of noosphereized innovation and support for priority sectors of the economy, as well as strengthening the institutional capacity of authorities to develop and use modeling, software tools, innovative management tools that would strengthen competitive the status of Ukraine's economy in the world economy.

In modern conditions, the formation of the national innovation systems has become a major factor in ensuring innovation and investment development and improving living standards. Understanding the processes taking place in innovation and investment models makes it possible to identify those areas whose stimulation will most contribute to innovative development and increase the competitiveness of countries with economies in transformation. Further research is needed to increase the efficiency of the main subsystems of innovation and investment activities, mechanisms to stimulate innovation and strengthen

coordination between participants in the innovation and investment process in a market transformation of the economy.

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## **CHEMISTRY INDUSTRY 4.0**

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What is the Industry 4.0? According to McKinsey & Company International Consulting Company, "Industry 4.0 is a set of digital technologies that can change the production sector due to the advanced features of business analytics; new forms of human interaction and matires, including sensory interfaces and systems of complemented reality; improvement in the transfer of digital instructions to the physical world, for example, advanced robotics and 3-D printing "

Today, the world is actively formed by the Chemical Industry 4.0, it is a leading approach to withdrawing chemical technologies, market production on a fundamentally new level thanks to the systemic use of "Smart" innovation and information and communication technologies.

According to experts of the Pricewaterhouse Coopers Consulting Company, "almost every product produced - 96% - in a certain way falls under the influence of chemistry." Producing raw materials and semi-finished products for many other sectors of the economy and markets, the modern chemical industry largely determines their competitiveness, rates of



development, Character and directions of innovative processes. It is a key supplier of "smart" materials and technologies. Chemicals 4.0 provides new 3D printing technologies by special polymers and other materials with the desired properties. It also plays a decisive role in such priority directions as a pharmaceutical and environmental production. The internal aspect of transformations on Chemicals 4.0 is associated with an innovative renewal and modernization of its own chemical production, in particular its intellectualization, automation, digitalization and the introduction of "Smart" technologies.

Consequently, on the one hand, the chemical industry 4.0 changes technology, processes, transactions, markets and competition rules, and on the other - acts as an intermediary and provides response tools to other key trends

A well-known distributed problem in the chemical industry are emergency stops and unscheduled maintenance. Smart Technologies offer solving this problem based on maintenance by sensors, analysts and data in real time, which is pre-mixed to prejudice and quickly respond to critical situations. Another example is related to the implementation of the concept of "precise agriculture", when agricultural producers seek to use chemicals to increase yields . How does it work?

Imagine a system in which sensors constantly measure the quality of the soil; The data of the wire, nutrients and pesticides are recorded, their ratios are measured; Analytics forecasts the weather and its influence on the crop and corrects the norms of the introduction of chemicals. The yield and quality are tracked and analyzed to find the optimal ratio.

As a result, farming is more profitable, suppliers improve future versions of landing, seeds and chemicals, a negative impact on the environment decreases

Important features Chemicals 4.0 are the processes of individualization of products and services .This avoids price competition and generate additional cost.So the world chemical leader - BASF Company - produces completely configured shampoos and liquid miles When the test order is placed in online mode, empty soap bottle to which the radio frequency identification device is added, industrial machines report what sort of soap, aroma, the color and marking are required. Each bottle can be completely different from that located next to it on a conveyor belt. The experiment relies on a wireless network through which machines and products are communicated, while the person's role is reduced

to the introduction of prediction data. So industry 4.0 helps chemical industry enterprises in planning their supply chains due to improving the visibility of processes in the middle of the circuits (taking into account the needs of end users), reduce risks and promptly rebuild production systems and supply chains.

Taking into consideration that the large share of intersectoral co-operation on chemical products should play consumers. The BASF partnership with Adidas, aimed at manufacturing optimal sports shoes, allowed to develop a new foam, which combines the advantages of thermoplastic polyurethane with typical foam properties. An important component of modern transformations is industrial digitalization.

The digitalization of chemical enterprises involves a consistent implementation of three approaches: a digital transformation of existing processes (for expert industries, expected growth rising - 5-10%), operating model, based on the provided (10-20%), digital business model (20-30%) [14, p. 7]. Today, most foreign companies captured by the capabilities of business digitalization, do not go beyond the first approach, where to the essential processes add popular tools such as search platforms, cross-analyst IT. This approach is acceptable in the short-term period. In the medium term it is advisable to navigate the second approach to the use of information and channels to improve customer service. But only a holistic approach that covers processes, resources, strategies, management systems and IT infrastructure will allow you to realize the great potential of Chemicals 4.0 and is a long-term line of business digitalization.

The peculiarities of the chemical industry 4.0 show a radical change in the principles of organization and management of chemical production. Currently, chemical business updates its innovative strategies and focuses on the tasks of "smart" growth. Modern leading innovators: carry out innovations with a clearly pronounced purpose and a clearly defined innovative strategy; apply formalized and structured approaches to innovation activity; concentrated by a greater mid-ridge on breakthrough and radical innovations; plan to expand the range of innovative business models and affiliate networks; invest most of their income to finance innovations. The industry moved from conversation to actions; Digitalization leads to a jump-like growth of productivity; data analytics and digital trust are the basis of the industry 4.0; digital relationships with customers are deepened; the need for reliable

systems of analysis of a wide range of data requires significant changes; in the management of transformations, the basic emphasis is on personnel culture; large investments have a great influence and quick return. Analysis and generalization of the first experience of the concept of Chemicals 4.0 in leading chemicals corporations in the world allows you to focus on the key aspects. In determining the approach to the implementation of the Chemicals Concept 4.0, the business strategy of the company has important in advance. If the imperative activity was operational efficiency, the technology of industry 4.0 will be used primarily to increase productivity and reduce risk. At the same time, firms focusing on economic growth tasks will apply potential technologies to obtain additional profits or to create fully revenues.

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### **ADVANTAGES AND DISADVANTAGES OF EXPORT**

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Exports are commodities or services manufactured in one country and sold in another one. Exportation of goods often requires the authorities' involvement. A lot of companies have started their business with an export and then chose new ways to work on external markets. [3] Export is considered to be a significant part of country's economy as it gives a chance to work with different retailers for their goods. One of the main purposes of diplomacy and foreign affairs between governments is to contribute to the economic growth as well as to encourage exports and imports for the benefit of all trading parties [1]. There are a lot of chances for progress in this area, but not every business will be successful. Exporting is open for everyone. You do not need to have a scientific degree or have lots of money. This area is completely available and there are no restrictions. In case of working hard and knowing all the operations of export, it gives a possibility to improve the economic situation and social condition of country you live in [4].

First of all, export is a way to expand the sales market [1]. Of course, doubts arise about the capabilities of the company, you work for or run, and its products from the point of view of competitiveness in the international market. But if you have a well-thought-out strategy of export activities, if you know information about advantages of your product, if you built the correct construction of relations with business partners, it is possible to discover new things for yourself and your company. Then, exports can provide protection against local market weaknesses [1]. There are a lot of situations that can appear in an unexpected moment. For example, some special state norms are applied, maybe the demand in the local market is falling fast, and maybe there is a local slump in the industry, which is the main buyer of your products, and so on. If companies only oriented on their own country, they may lose everything. However, if you also export abroad, this helps to survive if you rely more on export markets, instead of the local market. However, the year of 2020 showed us that the situation can change at any time and we must be ready for changes.

Moreover, the administration of the country will stimulate exporters and help them [4]. Making shipment of the goods abroad is the only business activity, which produces profit in your country and creates a fiscal surplus. Therefore, governances actively support exporters. According to the world practice, there is no single export support policy. States and their

governments use different strategies in relation to state encouragement and support of their business, which depend on the state of economic development, the stage of competitiveness, the economic and political situation in the world, and interaction with international structures. Furthermore, you will get remuneration sooner than on native market [1]. On the local markets buyers can pay you during several months, after goods distributed to them, if the rivalry is lofty, then usual. But, actually, if you are exporting and all is going great, and you have signed all the documents you're your purchaser, you may receive your money before the shipment. In addition, export gives you a possibility to reduce your expenses. If you manufacture products yourself and export large volumes of it, you will receive the opportunity to reduce your charges. Moreover, you can nudge your sellers and ask them to lower prices for you, because you are purchasing goods in larger quantities than you usually do in the local market [4]. Despite the fact that export helps to enlarge your own company and refine the country's economy situation, there are a lot of complexities that arise on the path to success.

First of all, there can be unexpected changes on export markets. Many products are awkwardly exported. It demands a lot of planning, diligence, and research. Sometimes everything may get out of control. If demand in foreign markets falls but supply rises because production in the main producing countries is growing, it can be very arduous to find clients with an offer that will suit you. This is known as a worldwide rivalry [1].

Additionally, you need to place correct goods in the right place <sup>[1]</sup>. With an eye to find out the suitable market for distributing your product, you must carry out many objects. For instance, the market research, the retrieval of information about your competitors as well as your target audience. Also, it is important to communicate to partners properly. Many companies satisfy all stages of export processes and activities themselves. It takes a lot of time, and sometimes there are difficulties for the partner. [1] At last, you need to pass the complex procedures and fill all of the documentation. Complicated operations and records in the export business are sometimes the biggest hurdle for exporters today. This process is still ponderous, because of the lack of clarity and inappropriate attitude of civil servants. [1] Export takes a significant place in the country's economy and it is important to increase supplies of goods and create a trade balance. Our country is oriented to agriculture so we

need to develop this area. As for raw materials we should grow the amount of produced high value-added products. Also, it would be great to find new foreign partners and to sign agreements on free trade with them.

To sum up, everything in our world has its advantages and disadvantages. And although international trade has brought many profits to nations over the centuries, many wars have also broken out for economic reasons. The main task of the government is to conduct its policy in such a way to minimize the disadvantages and increase the advantages of export. It is significant to remember that in any democratic society, the bearer of power are its residents, so how it relates to international trade depends on its results. In general, this is a mostly positive phenomenon, which can be failing for countries if it conducts economic policies incorrectly.

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### **MODERN DIMENSIONS OF UKRAINE'S INVESTMENT ATTRACTIVENESS**

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Considering modern globalization processes, the issues of forming and improving the level of investment attractiveness of the country become especially relevant. It is the level of investment attractiveness that determines the desire of foreign investors to invest in a

particular country (enterprise), and hence the opportunity for business development. Investment attractiveness as a complex indicator is influenced by a large number of factors, ranging from government policy to the representation of Ukraine by citizens abroad. According to I. I. Verbitska, the formation of investment attractiveness is a long-term process that includes interrelated policy measures of public institutions and private entities in the absence of external significant negative factors [1]. At the same time, one negative factor is enough to significantly reduce the country's investment attractiveness.

To analyze the investment attractiveness of Ukraine, it is necessary to analyze the general trends of investment flows in the world. Thus, according to UNCTAD, we observe that from 2017 to 2019, the share of investment attracting by developing countries increased from 41% to 44%, and the share of countries with transition economy increased from 3% to 4%. This fact raises the question of their distribution within these groups of countries. Instead, the share of developed countries from 2017 to 2019 decreased from 56% to 52% [2].

Further, it is appropriate to follow the dynamics of foreign direct investment in Ukraine during 2010-2019. From fig. 1 we observe a sharp decline in FDI in 2014, which was caused by political events. Over the next 5 years, the level of FDI recovered a little, but even in 2019 it did not reach the level of 2010. The events of 2014 affected the country's image and "revealed" other problems in the economic, social and political spheres, which currently do not allow attracting more investment to Ukraine.

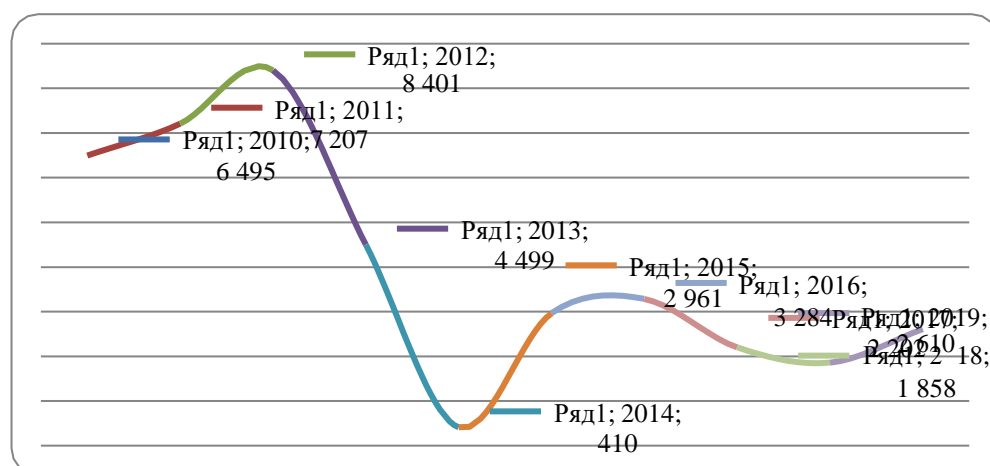


Fig. 1. FDI dynamics to Ukraine, 2010-2019, mil. dol. [3]

It should be noted that the process of formation of investment attractiveness is influenced by a number of factors, which requires a comprehensive approach to their evaluation, taking into account the specifics of the interaction of economic entities

So let's take a look at some of these factors (fig. 2).

Factors, which influence the formation of investment attractiveness			
Institutional factors	Economic factors	Social factors	Infrastructural factors
<p>internal and external political stability;</p> <p>national legislation and state policy on attracting investments;</p> <p>stability of economic, financial and tax law;</p> <p>degree of state intervention in the economy;</p> <p>guarantee of individual</p>	<p>general state of the national economy;</p> <p>stability of the national currency;</p> <p>GDP growth rates;</p> <p>stock market capacity;</p> <p>characteristics of the banking sector;</p> <p>taxes and tariffs;</p> <p>labor costs;</p>	<p>the level of social development of society, social conditions and life of the population;</p> <p>society's tolerance towards other religions and nationalities;</p> <p>the level of education and training of the workforce;</p>	<p>beneficial geographical position of the country;</p> <p>availability of the system of transport communications;</p> <p>market (market institutions), social (industries of reproduction of labor resources) and institutional</p>

*Fig. 2 Factors, which influence the formation of investment attractiveness*

*Resource: made by author on the basis of [4]*

Taking into account these factors it should be noted that the formation of an attractive image of the country requires a comprehensive systemic approach, ranging from historical events to the mentality and values of the nation. Regarding Ukraine, it should be noted that the main drawback in the formation of its image is the lack of a holistic strategy, and an institution that would deal with this issue, so the image was formed chaotically and mostly without the necessary regulation [5]. As a result, associations with Ukraine are currently rather negative.

To make the conclusion, it should be mentioned, that the main features of the formation of international investment attractiveness of Ukraine are: well-developed infrastructure (pipelines, railways, roads); low wages; significant reserves of raw materials; favorable geographical location; liberal legislation in the field of environmental protection; the level of some taxes is the lowest in Europe. At the same time, the main reasons for restraining the



necessary transformations in this area are the following: high risk of investments due to economic instability; imperfection of legislation in the field of foreign investment, in particular the protection of foreign investors; high corruption level; political instability; general negative perception of Ukraine abroad, etc. Among the measures to improve the investment attractiveness of Ukraine it is appropriate to highlight the following: the formation of a comprehensive system of formation and strengthening of image positions of Ukraine in international and world markets; improvement of national legislation; ensuring political stability and effective fight against corruption; improving the level of socio-economic development of society, motivating business representatives to market culture, responsibility and implementation of progressive, innovative and environmental projects.

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## **THE IMPACT OF GLOBALIZATION ON ECONOMIC GROWTH**

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- Globalization, is a process that transcends national borders, combines national economies, cultures, technologies and governance, and produces the complex relationships of interdependence [Ошибка! Источник ссылки не найден.,p.116]. Globalization aims to benefit individual economies around the world by making markets more efficient, increasing competition, limiting military conflicts, and spreading wealth more equal.
- In last years, with the increase level of transport, communication and technology links between countries, the mobility of finance, labour staff and production factors has lead globalization to accelerate.
- When talking about globalization, not only economic activities, but also should be reckon with a lot of important factors. As globalization impacts the social, political and economic structure of countries, globalization has 3 variants, economic, social and political.
- The main objective of this research is to persuade community that globalization has much more advantages and benefits for our global society than disadvantages. Furthermore, convince that globalization may cause a tremendous economic growth not only in highly-developed countries, but also in developing countries.
- Globalization channels, which lead to economic growth in developing countries are International Trade, Financial integration, International labour flows and Technical change. The recent wave of financial globalization that has occurred since the mid-1980s has been marked by a surge in capital flows among industrial countries and, more notably, between industrial and developing countries [Ошибка! Источник ссылки не найден.].
- Globalization cause a higher growth in developing countries by contributing to the more efficient operation of domestic markets, the expansion of foreign trade volume, the increase of global competitive power, investments and productivity. It also causes income inequality and poverty levels to decrease. This view, also known as the Washington consensus, is supported by international organizations such as the World Bank and the International Monetary Fund[Ошибка! Источник ссылки не найден.,p.116-117].
- The globalization increasing global awareness of living norms and quality of products, creating rival pressures on older goods and services, thus encourage national manufacturers to produce more tehnological and efficient products to catch up with global trends.

▪ Here we will show you results of some research, which reflect, that globalization have a good impact on economic growth. In 2006, A. Dreher introduced a new comprehensive index of globalization, KOF, to examine the impact of globalization on economic growth of 123 countries between 1970 and 2000. The overall result showed that globalization promotes economic growth. The positive effect of globalization on economic growth is also confirmed by the extreme bounds analysis [Ошибка! Источник ссылки не найден.]. Chang and Lee, in 2010, analyzed the connection between general globalization index and its components, which are economic, social and political globalization indexes. The result of the analysis show that there is a weak connection between variants and causality in short terms but in long terms there is a one-way connection from general, economic and social globalization to economic growth [Ошибка! Источник ссылки не найден.,p.3]. Polasek and Sellner, in 2011, analyzed globalization's effects on the regional growth of 27 European Union countries. They found out that globalization, affects many region's economic growth in a positive way[Ошибка! Источник ссылки не найден.,p.3]. Ray, in 2012, analyzed if there is a causality connection between globalization and economic growth in India. He found out that there is a mutual connection between globalization and economic growth [Ошибка! Источник ссылки не найден.,p.4].

▪ The effect of additional policies makes a difference as it helps to benefit advantages of globalization in countries. For instance, countries with huge and well-educated human capital and wisdom governance tend to do better at attracting foreign investment, which is notably promote to economic growth.

▪ Nevertheless, there is no consensus on the effects of globalization. Some of the opinions suggest that globalization increases the economic growth by contributing to the expansion of foreign trade volume, the increase of investment and productivity and global competition power. Some argue that globalization has increased income inequality, led to some deterioration in social standards, increased the risk of economic crisis and thus affected the welfare of countries negatively. But in my study I am trying to define positive effects of globalization.

▪ From my perspective, globalization it is a really complicated, unique and sophisticated process, which occurs in our world. We should be very grateful to being witness this

powerful and really positive development. As we can see, the results of famous international researchers, such as A.Dreher, Chang and Lee, Polasek and Selner, include huge evidences that economic globalization and social globalization have a positive effect on economic growth. Moreover, this all researchers agreed that – complementary policy, higher level of human capital and deeper financial development of any country has a great impact on positive effects of globalization. On the contrary, bad policy decisions, conservative political system or deficiency initial conditions of further economic growth may cause negative or mistaken effects of globalization. Summarize, the results show that economic globalization does affect growth, whether the effect is beneficial depends on the level of income of countries. Undeniable fact that globalization has not only good expression, but I am convinced that advantages are exceptionally important and include forward-thinking ideas in the long run for our world and now we must help society to prevent some negative effects of this process and promote of getting for developing countries advantages of globalization.

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**SECTION V**  
**THEORETICAL AND APPLIED ASPECTS OF SCIENCE**  
**DEVELOPMENT**

**THE EMERGENCE AND DEVELOPMENT STAGES OF TRANSLATION**

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Translation studies is an independent branch of applied linguistics that studies the concepts and problems of translation. The development of translation studies as a science is closely connected with the development of translation practice. Many scientists and researchers have been trying to find the beginning of translation studies for decades. Scientists believe that people who speak two languages began to appear in the era of primitive communal system. It was then that a large number of wars took place between the clans, during which people were taken prisoner. It was the prisoners who needed to understand their enslavers. Thus, learning a new language and not forgetting their mother tongue, people became bilingual. When the Roman Empire, Ancient Egypt, etc. began to emerge, when people of different nations united into great powers, the need for translation increased.

J. Steiner (1929) developed a periodization of translation studies, which consists of four stages. The first is a period that begins with Cicero and ends in the late XVIII century, it is called "empirical", or in other words "practical". The next, second stage, J. Steiner calls "hermeneutic", it stretches from Friedrich Schleiermacher (1813) to Valerie Larbo (1946). Steiner's third stage began in the 1940s and lasted until the 1970s. At this stage, machine translation and formal methods emerged. This period is logically followed by the last,

fourth, which is intertwined with the previous one. It is interdisciplinary in nature and dates back to the 1960s. [3]

The famous russian researcher P. Kopanev in the history of translation, like J. Steiner, identified four periods. He separated the first, ancient period - slavery and feudalism; the second, which he calls the middle - begins from the first accumulation of capital and ends by the scientific and technological revolution of the XVIII century including; third or new period - from the end of the XVIII to the end of the XIX century; fourth, the latest period - the end of XIX - XX centuries. [1]

Considering that this periodization is insufficient for what represents the history of translation studies, first of all, because it has a purely economic basis. This means that the periodization of P. Kopanev is related to property, ie slavery, feudalism, and the translation itself is not related with the economy and even with such a phenomenon as the scientific and technological revolution of the XVII century.

The periodization of the development of translation studies by the russian researcher O. Kostikova, which she presented in her work "History of Translation: Subject, Methodology, Place in the Science of Translation", is interesting. She believes that periodization in the history of translation can be represented as follows. The first, or otherwise - hypothetical - preliterate period, about which there is no documentary evidence, and the duration of which is very wide - several tens of millennia. The second period originates from the first written bilingual documents on clay tables and is appointed by the invention of the printing press. This period lasts several thousand years. The third period starts by the first translated and printed book, this book is the Bible of the German inventor Gutenberg (1400–1468), which was published in the first half of the 1500s. This book is considered the starting point of the history of printing in Europe. However, some researchers believe that this is not the first printed version of the Bible, among other first printed books, this book distinguishes by a high quality design. [2]

Such periodization best reflects the development of translation in the educational direction and opens up opportunities for its development as a separate scientific and pedagogical field - translation studies.

Most researchers believe that the translation of the Holy Scriptures has a great influence on the development of the translation business. The English translation of the Bible has been done at different times by several authors. John Wycliffe (1320–1384) was one of the first to make two translations. The first is literally according to the Latin text, and the second is freer. The New Testament was translated into German by Martin Luther (483–1546) in early 1522, and the Old Testament in 1532. In Rus, the first translators were the brothers Cyril (827–869) and Methodius (815–885).

Translation is an integral part of the pedagogical process, so its emergence and development are very closely linked to the development of pedagogical science. Thus, we can distinguish the following stages in the development of translation studies in the scientific and pedagogical sense: the first stage - from the most ancient civilizations, which arose about five thousand years before the advent of Phoenician writing - to the XV century B.C. During this period, translation was exclusively a means of verbal communication between peoples and nations; the second stage - from the XV century B.C., from the emergence of one of the first recorded in the history of mankind phonetic writing systems, to the emergence of religions such as Judaism and Christianity, to the XIII century B.C.; the next, third stage - from the XIII century B.C. to the VII century B.C., when religion became the basis of human existence, at that time translation was a means of spreading religious traditions; the last, fourth stage, continued from the VII century B.C. to the XI century., during this period there were not only the first scientific discoveries and knowledge about the world, but also began their application in human life. Thus, translation in this period became a means of spreading not only religion but also scientific and theoretical knowledge.

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## **THE PROBLEM OF USING FOREIGN LANGUAGE VOCABULARY IN THE UKRAINIAN LANGUAGE**

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Globalization processes cause the younger generation to live in a multinational and multicultural space.

An example of this was the unanimous understanding of the fact that perfect command of only one language is not sufficient to succeed in any sphere of public life. Education theorists unanimously prefer bilingual and multilingual education, which ensures successful command of the native, state and several foreign languages.

L. Gorbunova (2002) interprets multicultural education as a holistic and stable socio-psychological formation, which includes tolerance, respect for other views, culture, religion, communication and joining a multicultural environment. [1]

In today's fast-paced world, language education is a resource for the development not only of the individual but also of the state as a whole.

Today, the purpose of language learning is a means of interpersonal communication in professional activities, the ability to convey thoughts, to establish effective communication. Language is an important element of human intellectual development, worldview and self-expression.



Among the active processes in the Ukrainian literary language is the process of borrowing foreign language vocabulary, which at the present stage has a certain specificity, which, of course, is not limited to its intensity. [2]

Why is the Ukrainian language beginning to be replenished with foreign, borrowed words? Is it being upgraded? Let's make it clear. Today it is known that the lullaby of all Indo-European languages was, in fact, the ancient Ukrainian language.

The famous Polish researcher M. Krasusky says: "the Ukrainian language is older not only than all Slavic, not excluding the so-called Old Slavonic, but also Sanskrit, ancient Greek, Latin and other Aryan (Indo-European)."

That is, it became the impetus for the development of all other languages.

However, despite the prerogatives of our Ukrainian language, it has recently become very fashionable to use foreign language vocabulary.

This vocabulary has become especially widespread in various spheres of activity, in the media, in oral speech and even in proper names. [3]

What was the impetus for this? Definitely not a lack of words in the Ukrainian language. We believe that the reason for such abuse is the desire to be like everyone else, to modernize. But behind this desire is a loss of self-identity, isn't it? Today it is important that most of the borrowings are made in English, and this is typical not only for the Ukrainian language. The number of anglicisms is constantly growing in Latin America.

In our opinion, the factors responsible for the oversaturation of language with vocabulary of foreign origin are as follows:

1. The emergence of new borrowings, which are actively used in the journalistic style and in the language of the media in general;
2. Intensification of word-forming processes in the Ukrainian language on the basis of old and new vocabulary of foreign origin;
3. Introduction of special terminology in specialized publications designed for the mass reader, due to the relevance of socio-political, economic and scientific problems in society (display, cartridge, file..)

The above factors cause oversaturation of texts with borrowed and foreign words, i.e. their redundancy at the level of speech. [2]

Moreover, very often such attempts to modernize their language result in a tautology, for example:

"Argued proof of this." An argument is proof. The correct option is proof of this.

One more example: "former ex-boxer." The correct option is former boxer or ex-boxer.

In turn, we want to add that the use of words of foreign origin does not make your language ugly or, conversely, very beautiful. You must be able to use borrowed words where appropriate.

It cannot be said that absolutely everyone needs a foreign one.

If you work in a narrow field, do not have contact with foreign partners and do not use foreign sources, you will do without knowledge of English or another foreign language.

But we believe that it is worth learning a foreign language for yourself, because it will help expand your worldview.

People who know many foreign languages can talk to people from other countries, thus make new acquaintances, or read works by foreign authors, thus engaging in self-development.

It is impossible not to mention the phrase: "As many languages a person knows, so many times he is a person."

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## MOTION PICTURE INDUSTRY AS GLOBALIZATION'S DRIVING FACTOR

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It's no longer secret that globalization has taken over all spheres of life in today's world. This multidimensional process encompasses not only the spread of products and practices between countries but also leads to the world's economy, politics, and culture integration [1]. The definition of globalization itself seems rather controversial to academics and scientists. Some consider it a new unmanageable and self-reliant world order while others view it as a consistent and flexible process of universal incorporation. Either way, no wonder such movement and the gigantic industry of motion picture are interrelated.

Having an intricate multifunctional system, cinematography has gone through all the market changes which ultimately contributed to globalization's expansion, and now it is a crucial element of this process. The movie industry stimulated the free exchange of finances, technologies, goods and services, labour, and, most importantly, information between both individuals and entire states, whereas globalization transformed all links of motion picture communication - the production and import of films, the system of their distribution and screening and so forth [3]. But how exactly do these two phenomena overlap and affect each other?

The core economic aspect of globalization is the emergence of a global consumer market, and the film industry is one of the first spheres to form that market (mostly through digital technology). That is due to motion picture being an ultimate global product that can't be frayed or get obsolete and is easy to trade [2]. Thus, its outreach is colossal owing to the availability of this type of product. Furthermore, the intense growth of show business leads to increased film sales within numerous countries and general competitiveness in the market. In such circumstances, the film export seems rather a global phenomenon, where products produced for global audiences are released on many national markets simultaneously [1].

Lately, there's been a particular interest of states in co-production, which is basically a form of international cooperation between several foreign companies with the purpose of film production. This format is becoming progressively more popular in the filming process as there are new participants involved and financial resources are divided between them. This helps ameliorate the final quality of the product and boost its distribution all around the world. Therefore, co-production performs one of the primary aims of globalization: the international division of labour and the mobility of the workforce. It uplifts the economy of several countries at once by providing an opportunity for international recruitment of personnel, as well as it develops infrastructure in the area where the filming process takes place [2].

It is also worth noting that cinematography acts as a global ideological tool that influences the public outlook and represents different cultures and values. Is that advantageous? The answer appears ambiguous. Oftentimes the media portrays information in a light positive for itself, ignoring whether it'll continue to be true. Hollywood's movies, for instance, propagandize American philosophy on the perception of the world which frequently contrasts with philosophies of other nations [2]. American filmmakers not once, nor twice have imposed their view on life

through their product which eventually resulted in multiple transnational disputes. On the other hand, this can be perceived as a nationalized form of art, because quite frankly, every state does it at some point.

To conclude, globalization has profoundly modified all elements of film production, same as the motion picture industry has substantially stimulated the worldwide reach of this process. One cannot exist without the other one, they are complementary and intertwined and will always go hand in hand.

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