

## МІЖКУЛЬТУРНА КОМУНІКАЦІЯ

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### **CROSS-CULTURAL COMPETENCE OF TRANSLATOR IN THE SPHERE OF INTEGRATION PROCESSES OF INTERNATIONAL ACTIVITY**

The modern information age, which coincides with the process of globalization, has led international relations to a state of continuous contact, communication and comprehensive interdependence. Cultural and economic relations are united by all the countries of the world. Business has a growing influence on the development of international relations, which, of course, goes beyond the borders of one country and leads to the need for interethnic contacts in this field.

Despite the differences in the value benchmarks of each existing national community now, there is a noticeable tendency to strengthen mutually beneficial relations. Communication in the field of business, thus, strengthens inter-ethnic relations and as a result becomes the most important socio-cultural factor of the present.

In recent decades, interest in the study of natural languages as a projection of the national worldview has grown dramatically. In the international communication, the problem of mutual understanding is put on the foreground. That is why in the context of globalization, UNESCO recognizes the crucial role of languages in shaping and comprehensively strengthening cultural identity and the development of integration processes in intercultural dialogue. Just exchange and dialogue between civilizations, cultures, and peoples on the basis of mutual understanding and respect and equal dignity of all cultures is a prerequisite for building social cohesion, reconciliation and peace among peoples [11].

In this regard, the study of issues of cross-cultural nature becomes essential. The need for effective cross-cultural communication in the field of international activity requires considerable effort, requires understanding of

intercultural differences, knowledge of methods and technical methods to overcome a wide range of barriers and misunderstandings. Cross-cultural communication reveals the possibility of knowledge of cultural reality, contributes to the development of socio-cultural understanding in society.

That is why in our time the definition of the relation of intercultural communication and the process of translation as a whole is essential. In the past, the translation process was considered purely on a linguistic basis, but over the last few decades, the approach has radically changed from linguistically oriented to cultural-oriented. It is clear that modern research goes beyond the traditional approaches to translation on the basis of cognitive linguistics and comparative analysis of the text. The translation is considered on the theoretical basis of the theory of intercultural communication, and as the process has all the components of the communicative environment: the situation, time, place, participants, the context, the totality of linguistic and extra-language communication factors, strategies and tactics of communication, etc. [1, с. 3]. The theory of intercultural communication confirms that language and culture are closely linked and that translation is an act of communication.

Today, when the world is undergoing rapid economic development and international relations occupy an important place in the field of intercultural and interpersonal communication, the translation aspect in the field of business communication becomes extremely urgent and attracts the attention of modern researchers. At present, the issue of mutual understanding is being put into the forefront of international communication.

Therefore, communication in translation is cross-cultural and for its successful implementation not only linguistic competence is required, but also knowledge of communicative features of the linguistic and cultural community (a deep understanding of social norms, values and lifestyles), whose representatives are participants in interaction [1, с. 3].

In a multicultural society, a freelance translator who speaks fluent language must also be aware of the communicative features of many cultures. Translator's work is complicated by additional time and effort due to the perception of speech acts of communicants using a different basic language and the use of additional filters for adequate information transmission. By carrying out communicative acts of translation, the translator must constantly understand the peculiarities of the cultures of the peoples whose representatives engage in interaction, to provide the main purpose of communication – understanding.

During the last decade, cultural awareness has become a significant part of the conceptualization of cultural aspects of language learning and translation.

In the process of preparing interpreters, it is necessary to create a methodological system that would form cross-cultural competence and communication skills in a multicultural environment. This is a choice of subjects with a subject-matter on the example of many countries and individual peoples; development of special tasks; abstract studies; creative oral presentations; tests for forming the skills of determining the specific ethnocultural content of the conceptual picture of the world.

In this case, the translator is a communicative intermediary between representatives of different cultures, and not only the country, the language studied in a higher educational institution. Modern theories in the majority, if they consider interdisciplinary interaction of language and culture, then only at the level of two linguistic pictures of the world.

Thus, in the course of our study, we outlined a range of issues related to the professional training of translators as communicators between representatives of different world cultures. Also, during our study, we managed to find out that modern linguistic and culturological theories in most, if they consider the interdisciplinary interaction of language and culture, then only at the level of two linguistic pictures of the world. For today's globalized society, this is not enough. A new approach to training translators for effective professional activities in the field of international communication is due to the needs of society to bring bridges of understanding in communication between representatives of not only different languages, but also different cultures [11]. Thus, it is clear that cross-cultural communicative competence is an integral part of the professional training of translators. It plays an important role, since it allows you to work, communicate and live in a world without borders.

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## **ВПЛИВ ЛІНГВОКРАЄЗНАВЧОЇ ТА ЕТНОКУЛЬТУРНОЇ ІНФОРМАЦІЇ НА ФОРМУВАННЯ ДВОМОВНОЇ ОСОБИСТОСТІ**

Сучасна культурна та мовна традиція вимагають переосмислення існуючих освітніх парадигм, які виявляють свою неадекватність у забезпеченні адекватного розвитку суспільства. На часі – модернізація освітнього простору вищої школи як середовища для підготовки білінгвального та полікультурного фахівця нового типу, який володіє сучасними духовно-моральними і комунікативними компетенціями, що дозволяє йому бути мобільним в умовах сучасного ринку освітніх послуг. Глобалізаційні трансформації, що відкривають нові шляхи в