**MINISTRY OF EDUCATION AND SCIENCE OF UKRAINE**
**NATIONAL AVIATION UNIVERSITY**
**FACULTY OF INTERNATIONAL RELATIONS**
**DEPARTMENT OF FOREIGN LANGUAGES**



**SCIENTIFIC STUDENT CONFERENCE**

**YOUTH WITHOUT BORDERS**
**BUILDING CROSS-CULTURAL AWARENESS**

**Conference materials, the XIV Annual Scientific Student Conference**

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# YOUTH WITHOUT BORDERS
# BUILDING CROSS-CULTURAL AWARENESS

**Conference materials, the XIV Annual Scientific Student Conference**

The collection includes papers of the 14-th scientific student conference «**Youth without borders – building cross-cultural awareness**» which took place in the Faculty of International Relations of National Aviation University on March 26, 2020. The participants covered the issues related to the academic mobility, foreign language learning, online platforms, IT in contemporary education, critical skills for the jobs of the future and youth competitiveness in the job market. They also shared personal experience of taking part in different educational and youth projects.

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## INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION

Our world is changing every single moment and becomes more and more digitalized and innovative. So it is not possible to stand for a conception of fixed education and learning, especially for young millennials, who want to achieve a lot of things in their life. For students there are many opportunities to gain new knowledge in all spheres as they have an access to new technologies, communication tools, the Internet and all devices, which can be useful. With this evaluative approach in mind, here are several examples of innovative educational technologies that are making their way into the classroom setting [1].

The first one is case study, which helps to dive into a real case or situation and makes young people think from the inside, considering all hiding points and nuances.

Case studies have a history of being used in business schools, law schools, medical schools, and other master programs. These cases can come in different forms, with some being basic "what would you do?" type questions, and some being very detailed and requiring data analysis. Assignments and homework for these types of studies usually require students to answer open-ended questions about a possible solution to a problem. Usually these projects are done by a group of students, as group learning is often more effective [3].

The second option of innovative learning tool can be digital platforms, which can be used 24/7 and from any point of the planet. The only thing needed from student is his/her desire to get knowledge. There are some benefits of using digital platforms:

1. Learner-Centric focus. Digital learning platforms are suitable for any type of learners as they accommodate various learning styles.

2. Improve collaboration. Through the use of digital learning platforms, students increase their communication with their peers but also with teachers. Additionally, they have access to different multimedia tools, which allow them to share their views and understand others' ideas, as well as discussing different topics and learning issues.

3. Time flexibility. Through the use of digital learning platforms, students can study from wherever and whenever they want. There is no time limit to their learning process as they can learn at any time they want for how long they wish [5].

VR activities and AI technologies can be mentioned as the third element of innovative learning tools. Virtual Reality uses computer technology to create a simulated environment for the student. The difference between VR and traditional User Interfaces is that VR puts the student in the experience, where they can manipulate and interact with the 3D world [4]. VR simulates multiple senses, including vision, hearing, and touch, immersing the student in the artificial world like no other technology. In this way, VR truly immerses students in the learning environment.

In conclusion, technological advancements are truly impressive and can be helpful in student's educational processes. New tools are made for young people and their convenience and are, definitely, not stopped in their development.

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## NEGOTIATION SKILLS AS AN IMPORTANT COMPETENCEOF INTERNATIONAL RELATIONS PROFESSIONALS

International relations professionals are the most important specialists in the state and beyond. On the one hand, they need to have a great knowledge in different spheres such as policy, computer technology and also languages. On the other hand they must have a wide range of the skills: some personal and interpersonal skills, good communicational skills, listening skills, problem solving skills, decision making ability, skills in team working and collaboration and analytical skills as well [1].

Moreover, according to the international relations and its requirements, it is needed to have really effective negotiation skills. As well as negotiation process is the most important way of international activity. So, to be a great professional in this sphere, person needs to have a good way to negotiate.

There is one good definition of Ikle: negotiation is a subject on which much has been said and written that seems self-evident until examined more closely. To resolve conflict and avoid the use offorce, it is said, one must

negotiate. Negotiation requires a willingness to compromise, and both sides must make concessions [2].

Iklé's questions setthe frame for discussing what should be understood as negotiation, whenis it appropriate, and how should itbe handled. It also makes the reader doubt about what he/she may have seen as proper characteristics of an adequate negotiation process [2].

According to lklé, we are able to identify five objectives or purposes of negotiation: extension agreements - prolonging existing arrangements; normalization of agreements - to put an end to violent conflict, or to reestablish diplomatic relations; redistribution agreements - demand for change on one's own favor, at the expense of the other; innovation agreements -settingnew relationships or obligations among the parties; effects not concerning agreements - propaganda, intelligence or dissuading the opponent [2].

In order to make negotiation more effective, the author offers a set of rules of accomrnoelation that could also be seen as the '12 commandments of negotiation'. According to Iklé (1964, 87), negotiators need to follow these rules in order to stayin thenegotiation and to be known as a respecteel actor. These rules are: never kill a negotiator; avoid disputes about status; adhere to agreed agenda; honor partial agreements; maintain flexibility; reciprocate concessions; retum favors; refrain from flagrant lies; negotiate in Good Faith; avoid emotionalism anel rudeness, expedite and rationalize negotiation process, the comrnunity spirit [2].

Skills in negotiation are also essential in the international relations profession and require a balance between holding an organization's stance and shifting to accommodate the needs of other parties. The ability to understand what is most important to other negotiating parties and leverage this knowledge can assist professionals with negotiating outcomes that benefit multiple parties. This requires the fortitude to take the lead in negotiations when appropriate and to listen and analyze details when others lead negotiations. Compromise is a key element of successful negotiations, and international relations professionals must often compromise on certain points of contention in order to come to an

agreement. This requires the ability to strategize based on a list of priorities, separating potential points of compromise from issues that are less comparable for an employer's interests [3].

Experienced negotiators in international relations should also possess critical thinking ability to discern when an agreement is not feasible. At times, the process of international negotiations may not result in an agreement beneficial to two or more parties. Professionals must understand when walking away from an agreement will provide a better outcome [3].

To sum up, there's a widely held assumption in the world that negotiation is mostly about talking and that the best negotiators are often the best conversationalists. That view overlooks perhaps the most crucial aspect of the negotiation process: listening. In the words of de Callieres, "one of the most necessary qualities in a good negotiator is to be an apt listener." He notes, "In order to succeed in this kind of work, one must rather listen than speak" [4].

More generally, successful negotiation requires vigilance about your own words and behavior as well as a keen observation of the other party. The ability to understand and harmonize interests depends first and foremost on your perceptive powers. At the negotiating table, you're confronted with a variety of viewpoints and perspectives.

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### THE COST OF STUDYING ABROAD AT THE UNIVERSITY

Now the topic of study abroad is becoming more popular. In my opinion, this is because nowadays young people do not want to sit still, but want to develop, learn new skills and expand their outlook.

Today, many students study abroad, but not everyone can financially do so. Studying abroad is actually expensive, and it costs a lot of money for the student and his or her parents. However, there are a number of ways to get free education abroad, each of which is accessible to everyone. If you are interested in studying in another country but do not have enough money to study, there are some ways how to get financial support to study in the country of your dreams.

Among them are grants, scholarships. A grant is a generic term used to describe a grant that is given for a specific purpose. Such support does not require additional financial compensation. Grants are given to students who are unable to

cover the expected costs of studying abroad on their own. In this case, the student must provide proof of financial difficulty [3].

Scholarships are available to cover all costs associated with research and experimentation. In this case, the grant will provide an incentive for the best students to develop their research and projects and will not be relevant to the student financial status. This grant cannot be extended. Thus, if a student has already received a grant and wants to receive a new one, he or she must re-participate in the relevant grant contest [1]. Scholarship is largely dependent on the student financial capacity and is based on the other factors listed below.

Typically, a student should write a letter of motivation to receive an educational scholarship and explain why he / she deserves this financial support. In many cases, student scholarships are affected by talents and achievements, which are also important. A student may receive a scholarship for his / her academic, artistic, sports, scientific or volunteer work [1].

There are also scholarships universities. At Western universities, this system is expanding to attract the best staff from around the world. In this case, the number of students per year depends on the university budget and the number of applicants who wish to provide financial support [2].

This financial support is intended for undergraduate or doctoral studies abroad. Public or private or public funds may be the providers of such financial support for masters or doctors of science.

There are different criteria for this type of scholarship: academic performance, research potential or financial position. An application for this scholarship may be submitted to the university or any other student funding organization.

I have given examples of grants and various scholarships that can help you go to study in another country.

In conclusion, I can say that study abroad can be accessed by anyone who wishes. For Ukrainian students, in my opinion, it would be better to use such scholarships that would fully cover tuition and accommodation or partially cover all expenses, because it is a good opportunity to save money and learn new skills

that you will not be able to learn in your country, so if there is such an opportunity why not use it.

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**ENGLISH BORROWINGS IN UKRAINIAN AS VERBAL GARBAGE**

Vocabulary is the most volatile and moving side of the language, which responds directly to what is happening in the world, it reflects our understanding of various phenomena of extra-linguistic activity.

A characteristic feature of the dictionary is its ability to expand indefinitely through new words and new meanings that are formed in different ways. Apparently, there is no language in the world that does not use borrowed words. The use of such words in speech activity is explained solely by communicative needs. The reasons for borrowing in different languages are, first of all, the designation of the realities of other peoples' life (croissant, meringue - French, sushi - Japanese, spaghetti, pizza - Italian; hot dog - American, hamburger, sandwich - German). The process of language borrowing itself is inseparable from the cultural and other contacts of two different linguistic societies and as

part and outcome of such contacts. However, over-enthusiasm for xenisms does not enrich, but sometimes clog up the language.

Due to the spread of American films in our country, there were two borrowed Anglicisms in the Ukrainian language: cyborgization (cyborgization - replacement of individual human organs by cybernetic devices as a scientific and technical problem) and cyborg (cyborg - a man subjected to cyborization) [1].

The great variety of cosmetics, unknown to our people previously, caused the borrowing of English words such as мейкап (make up), консилер (consealer), крем для пілінгу (peeling-cream), крем для ліфтингу (lifting-cream), etc.

With the advent of new technical means, the Ukrainian language was supplemented with words from the English language such as іммобілайзер (car alarms), тріммер (device for trimming mustache and beard), термопот (thermos and teapot in one). Functional diversity of different means caused the replenishment of the Ukrainian dictionary by English, such as: *спліт-системи* (in the refrigerator), *мемрі стік* (video recording function), роумінг (communication), etc. The words *сайт, банер, браузер* and others are used in the language of people who are dealing with computers, and this is becoming more and more popular. Consequently, these Anglicisms from a purely professional sphere pass into the mind of many people. A similar process can be observed in sports terminology, as well as in the vocabulary of non-codified subsystems of the language, such as drug addicts, prostitutes, hippies, musicians, and others, dominated by Anglicism or tracing English words [3].

Thus, the external causes of English borrowings "collide" with internal (for example, the communicative relevance of Anglo-Americanisms) because of the socio-psychological tendency to replace the Ukrainian descriptive expression with one (English) word: *трафікінг* (trafficking and trafficking in women) , *таггер* which makes inscriptions and drawings by using spray paints), *заппер* (a person who switches TV channels continuously). Often in a language situation, the English word becomes more prestigious than Ukrainian, the expression of its novelty attracts, it can emphasize the high level of informative nature of the

speaker. The use of Anglicisms by an authoritative person (or in advertising) can be the impetus for their assimilation [2].

An important mission in maintaining the cleanliness of the language relies on the media, though we often see the opposite:

*«Остання на даний момент **топова** модель смартфона від цього бренду»* *(«Газета по-українськи»)*

*«Шалено **драйвова** і насправді жива команда зіграє велику програму, складену із нових та старих пісень»* *(«Газета по-українськи»)*

*«... натомість у нас на телеканалах показували розважальні **попсові** телешоу і серіали»* *(«Газета по-українськи»)*

*«Наш партнер – найбільша світова **промоутерська** компанія,»* *(«Газета по-українськи»)*

Adopting foreign words can simply clog, suppress the mother tongue, make it unintelligible to many people. The following example is this striking illustration:

*Український лідер продажів **тревел** послуг онлайн...»* *(«Українська правда»)*

*Я розумію, що треба відпрацьовувати гроші за **промоушн** на телеканалі «Інтер»* *(«Поступ»)*

*Концерти групи «Табула Раса» – це завжди добряча порція драйву, «приперчена» якісним живим **саундом»* *(«Газета по-українськи»)*

*Найменш уважно він слухатиме ... про **селебретіз**, про моду та **шопінг»** (*«Українська правда»*)*

The reasons for English borrowings in the language of the media are: terminology, "tribute to fashion", expressiveness of novelty, emotional expression, which are reflected in the literature, and linguistic identification.


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## ACADEMIC MOBILITY AND INTERNATIONALIZATION OF LEARNING PROCESS

The process of globalization and the internationalization of education plays an important role in the modern factors of developing educational systems.

Academic mobility provides for the development of human potential, forming the positive image of Ukraine, popularization of the Ukrainian language and culture.

Ukraine follows global trends of developing internalization of education and academic mobility, broadening initiatives on developing partnership between Ukraine and foreign organizations.

The biggest advantage of international exchanges is the ability to learn about another culture by experiencing it through communication with its representatives. Participation in the exchange programs and study abroad can be an incredible academic, professional and personal experience. Students have an opportunity to travel, learn another culture, people and lifestyle. During the exchange, students gain new skills. It also allows improving their CV and making themselves attractive candidates for any job - employers appreciate international experience and qualities such as independence, self-motivation and the ability to overcome challenges.

There are a lot of steps that need to be done by the university to encourage students to include studying abroad in their educational plans, like plan

curriculum so students become familiar with different cultural perspectives, encouraging them to explore subjects in that global framework; join with international academic institutions in collaborations that encourage free movement of students and scholars; engage in programs abroad that further the internationalization of the University's general mission [1].

The internationalization of higher education at the national and institutional levels in any country must be understood as the process of integrating an international intercultural or global dimension within the main functions of the education system. It involves practices that require the use of new technology, knowledge, people, values and ideas from a different international context. Because each culture is affected differently as a result of the nation's history, traditions and culture are heterogeneous, there should be considered the need for pursuing compatibility and harmonization in higher education areas, for a smooth internationalization process [2].

The internationalization of education is one of the most important trends in development. There are several approaches on how to achieve competitiveness in the educational process and international academic mobility. For example, students' exchange programs, cooperation are some of the aspects that can play a major role in this process. There are various related concepts to internationalization in higher education, used as synonyms such as intercultural education or international education.

The internationalization of higher education at the national and institutional levels in any country must be understood as the process of integrating an international intercultural or global dimension within the main functions of the education system [2].

In my view, the attractiveness of the program of study must be understood as a set of capabilities held by the participants (students, professors), to attract candidates or students to conduct efficient and beneficial learning.

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## ATTRACTIVENESS OF STUDYING IN CANADA FOR YOUNG PEOPLE

The growth of student mobility is beneficial to all countries. First of all, they get well-trained highly qualified personnel for the economy, increase scientific potential necessary for the successful development of rapidly changing technologies. The second reason is the replenishment of the budget through the sale of educational services and the ability to attract the most talented students from abroad.

Today, Canada is one of the best places for international students who want to study abroad thanks to their high quality and sophisticated education system and attract thousands of students every year. In addition to many universities offering excellent education in the country, it offers academic degrees equivalent to countries such as America, the United Kingdom and Australia. It is not difficult to understand why studying in Canada is so attractive. Canada offers you a comfortable and peaceful life in North America with its wonderful culture, endless lands and cities that appeal to you.

**Why is international education important and so attractive?** The answer is simple.

A student will never get such an experience in their life. It is a great chance to learn a language in Canada, where countless foreign immigrants and students come every year [1].

Students, who come to Canada, have the opportunity to get new specialties, and learn or improve their knowledge of English and French, which is official governmental languages in Canada; this is due to everyday communication with native speakers [2].

Since Canada is a country that is rapidly developing, there is a need for students of certain specialties so they can practice their knowledge and even get the opportunity to work in a large company that operates globally around the world like ATI Technologies, Corel, and so on [3].

A person can get unique social skills, become self-motivated, target-oriented and to learn more about cross-cultural differences. Canada offers conditions where students, coming to the country, do not feel away from their homes because of multicultural and multilingual environment created by different countries.

For international students, who want to study abroad, Canadian schools are very attractive with their career opportunities after graduation. In a country that provides employment opportunities for nearly 250,000 immigrants annually, students, who graduate from University, can stay in Canada to search and work for a minimum of 8 months to a maximum of 3 years. After completing the course of study and during it, you can work, which covers the cost of housing at least for a few years, you can fully pay back, because the salaries are very high. On average, a student can earn about $1,000 a month, and full-time employees of different specialties: oil engineers $105,000; general practitioners $125 000 - $260 000; information system managers $103,000; specialist doctors from $140,000 to $300,000 [4].

Canadian universities are ranked in the top 50 in the QS list of top universities in the world, as well as the University of Toronto and McGill

University [5]. Schools that stand out for their high quality standards of education, attract attention with their modern campuses, accommodation facilities, research laboratories and scholarships that are offered to international students. The average cost of tuition in Canada starts at about $ 10,000, while living expenses are relatively lower compared to USA and Australia when scholarships are included.

Canada has vibrant and dynamic cities filled with numerous events, cultural and artistic activities for students. Welcoming international students, especially in cities such as Montreal, Toronto, and Vancouver, it impresses with its high standard of living, low crime rate, and clean and safe lifestyle.

To confirm all the arguments made in the article I think the statistics on how many students decided to study in Canada are more convincing. It can be seen in the table below [6].

**Table 1. Statistics on obtaining student visas by Ukrainian students in Canada in 2015-2019.**

|         | 2015   | 2016   | 2017   | 2018   | 2019   | Total   |
|---------|--------|--------|--------|--------|--------|---------|
| Ukraine | 1455   | 1910   | 1845   | 1690   | 1555   | 8455    |
| Total   | 219065 | 264385 | 315260 | 355100 | 404165 | 1557975 |
| %       | 0,66%  | 0,72%  | 0,59%  | 0,48%  | 0,38%  | 0,54%   |

Overall, we should understand that there is no ideal country, each of them has many disadvantages, but in Canada, even the disadvantages can turn into advantages if you delve into studied topics.

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## ACADEMIC MOBILITY AND INTERNALIZATION
## OF THE LEARNING PROCESS

Participation in the world educational process is one of the conditions for the successful development of a higher educational institution. Therefore, the education of abroad students occupies a significant place among the various activities of universities. This activity fits the logic of globalization and conceptualized in the educational practice by the concepts of "academic mobility" as well as "academic migration" [7].

There is no doubt that internationalization of higher education has been influenced by the globalization of our economies and societies and the increased importance of knowledge. It is driven by a dynamic and constantly evolving combination of political, economic, sociocultural, and academic rationales. These rationales take different forms and dimensions in the different regions and countries, and in institutions and their programs. There is no one model that fits all [1].

The international dimension of the curriculum has progressed from an area studies and foreign-language approach to the integration of international, global, intercultural and comparative perspectives into the teaching and learning process and program content. A new emphasis on student learning outcomes which includes international and intercultural knowledge, skills, and values is also prevalent. Academic mobility has moved from people (students, faculty, scholars) to program (twinning, franchise, virtual) and provider (branch campus) mobility, and now to education hubs [7]. When the term 'student mobility' is used, it usually refers to international students who are taking a full degree abroad or students who are participating in a short-term, semester or year-abroad program. More recently, it also involves students who are enrolled in collaborative degree programs.

Under the influence of globalization, universities seek to attract a large number of foreign students in a fierce competition while addressing the issue of achieving a high level of intercultural understanding, striving to increase the intensity of interaction between representatives of different cultures, contributing to raising the level of education of foreign students (citizens of developing countries). A number of key developments for Europe and the rest of the world can be identified: 1.The growing importance of internationalization at all levels; 2. An increase in institutional strategies for internationalization - with accompanying risks; 3. The challenge of funding, everywhere; 4. The effects of the competitive pressures of globalization, with increasing convergence of aspirations, if not yet actions; 5. An evident shift from (only) cooperation to (more) competition; 6. Emerging regionalization, with Europe often seen as an example for other world regions; 7.Rising numbers of participants involved in internationalization everywhere, with the resulting challenge of quantity versus quality; 8. A lack of sufficient data for comparative analysis and decision-making [1].

The growing complexity of the internationalization landscape, especially student mobility, is raising new questions and issues regarding the granting and recognition of qualifications [2]. For students taking full degree programs abroad,

the challenge of ensuring that the awarded qualification is recognized by institutions and employers in other countries cannot be ignored [5].

Universities need to identify which potential sub-set of students might best fit their mission and expertise. New developments illustrate that it is necessary to stay alert to unexpected twists and turns along the road to internationalization and more specifically student mobility [7]. Nothing unfolds entirely as expected. As student mobility evolves, it is important to monitor intended and unintended results so that benefits to individuals, institutions, nations and society outweigh the risks, both now and in the future.

As we enter the second decade of this century it may us to look back at the last 20 years of internationalization and ask ourselves some questions. Have international higher education and student mobility lived up to our expectations and their potential? What have been the values that have guided them through the decades of the information and communication revolution, ideas and technology, the clash of cultures, and the periods of economic boom and bust? What are the core principles underpinning academic mobility that in 10 years from now will make us look back and be proud of the track record and contribution that international higher education has made to the world we live in? [5].

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## LANGUAGE AND INTERCULTURAL COMMUNICATION

The languages we speak are an integral part of who we are. Languages are the foundation of how we build our culture - our writings, our thoughts, our outlook. And intercultural dialogue is, essentially, the exchange of views and opinions between different cultures. It seeks to establish linkages and common ground between different cultures promoting understanding and interaction.

The urgency of this topic is that language learning, understanding other languages helps us better understand the culture of a particular people and build intercultural dialogue. This is an essential starting point for a better understanding of each other.

Today's world is truly multicultural. There is therefore a pressing need to develop our intercultural skills.

Since this topic is relevant for many researchers involved in its research. Including S. G. Ter-Minasova, A. A. Leontovich, N. M. Troshina, N. M. Lebedeva, V. G. Krysko, V. V. Safonova, I. I. Khaleeva, V. D. Popkov, M. Bakhtin, M. Buber, V. Bibler, O. Leontiev, S. Rubinstein, O. Sokolov and others.

In the modern world, humanity has moved to a new level of global development, and a cultural hyper space has emerged. This intercultural communication is in constant dialogue and interaction with each other.

In the White Paper 2008 as a guiding document on intercultural dialogue noted: "Intercultural dialogue contributes to political, social, cultural and economic integration and the cohesion of culturally diverse societies. It fosters equality, human dignity and a sense of common purpose. It aims to develop a deeper understanding of diverse worldviews and practices, to increase cooperation and participation, to allow personal growth and transformation, and to promote tolerance and respect for the other" [1].

Prominent scientist P. V. Sysoev gives some recommendations for an effective dialogue of cultures, which helps to achieve a full-fledged intercultural dialogue: "to see not only the difference, but similarities in their culture and culture of the people whose language is being studied; perceive the difference as the norm of coexistence of cultures in the modern multicultural world; to form an active life position against cultural inequality, cultural discrimination and cultural vandalism that thrive in today's multicultural world"[2].

Building on these principles, we can more deeply understand culture other countries. For this purpose, it is worth learning foreign languages, developing and expanding your worldview.

By studying a foreign language, we are studying the culture of another country. As S. Ter-Minasova notes, "every lesson from a foreign one language is a crossroads of cultures, it is a practice of intercultural communication, because every word reflects the foreign world and foreign culture "[3]. It is language that gives us an idea of the world in the first place. Each word carries a certain cultural feature of the people. By studying another language, we at the same time learn culture.

To draw the conclusion, one can say that our cultural environment is changing quickly and becoming more and more diversified. The purpose of the dialogue is to enable us to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging.

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**FOREIGN STUDENT PROGRAMS FOR INCREASING STUDENTS PROFESSIONAL COMPETENCE GLOBAL UGRAD**

The Global Undergraduate Exchange Program (Global UGRAD), sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, is supported by the people of the United States. This international educational and cultural exchange program brings future leaders to the United States to experience the U.S. educational system, enhance their knowledge and skills, and explore U.S. culture and values. It also affords students the opportunity to educate Americans about other cultures and traditions. The Global Undergraduate Exchange Program is administered through the joint efforts of the U.S. Department of State's Bureau of Educational and Cultural Affairs, U.S. Embassies abroad and World Learning.

The Bureau of Educational and Cultural Affairs strives to ensure that its efforts reflect the diversity of U.S. society and societies abroad. The Bureau seeks and encourages the involvement of people from traditionally underrepresented audiences in all its grants, programs, and other activities and in its workforce and workplace. Opportunities are open to people regardless of their race, color, national origin, sex, age, religion, geographic location, socioeconomic status, disability, sexual orientation or gender identity. The Bureau is committed to fairness, equity and inclusion.

*Master of Global Affairs (MGA).* The MGA program integrates rigorous coursework; close engagement with policymakers and practitioners; multi-disciplinary faculty and students from around the world; and extended field work with global and local partner organizations. MGA students can also pursue concentrations in Sustainable Development and Global Affairs + Specialization.

*International Peace Studies (IPS).* The IPS curriculum is rigorously interdisciplinary and pushes students to move beyond simplistic solutions to violence and toward conflict transformation in complex and dynamic environments.

The IPS concentration builds on the Kroc Master's Degree in International Peace Studies. Over its 30-year history, the program equipped over 1,700 students to serve around the world in the public, private and nonprofit sectors, including government agencies, multinational organizations, international research and policy centers, and local, regional, and global nongovernmental organizations.

*Erasmus+.* Erasmus + provides grants for a wide range of actions and activities in the fields of education, training, youth and sport. The programme gives opportunities to students, trainees, staff and volunteers to spend a period abroad to increase their skills and employability. It supports organisations to work in transnational partnership and to share innovative practices in the fields of education, training and youth. The new sport action will support grassroots projects and cross-border challenges such as combating match-fixing, doping, violence and racism.

*ZRFA.* Internship abroad from ZRFA, the International Centre of Agro Training, is an excellent opportunity not only to gain experience abroad, but also to see new countries, to improve your foreign language, to become acquainted with another culture, and to make many friends.

There are interesting programs for students in Europe, Australia, and America – everybody can select a trip to their liking. These trainings always mean a lot of impressions, interesting work, and an incredible amount of beautiful photos! There are also popular exchange student programs that allow training or studying abroad for a period of one to two seasons (depending on consent of educational institutions).

The student exchange program involves an agreement of educational institutions for education or work of foreign students.

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**HOW TO IMPROVE YOUR ENGLISH SKILLS**

Everyone knows that in today's world, knowing English is a necessity. Especially when we talk about interethnic integration. overseas opportunities will not come your way if you do not know any foreign language.

This article will be useful not only for beginners in the world of English but for advanced users too. As we know, there are no limits in perfection.

Google will answer your question "How to improve English skills" in 2 seconds. However, sometimes there are some difficulties. One expert assures you that you will never learn a language without traveling to English speaking countries. Others insist that you only need to install their application - and in 12 days you will know the language. Another site will ask you why you need to learn English at all. It will be much better if you learn the language of the Himbai tribe and they direct you straight to the appropriate tutor [2].

However, in this article we have collected and systematized ways to improve our English, which we often forget.

1. Use your mobile phone. Any free minute is an option to practice English a little: on the bus, while walking your dog, in the traffic jam. Start following English accounts on social networks.

2. Read, read and read again. The easiest way to learn English quickly is to read. Yes, you have probably heard this from many sources and it sounds very familiar. But think about it, if it were ineffective, would people use reading to learn English quickly? I don't think so!

And what to read? There is a lot of news in English. News is the best resource for learning English fast. Most news articles are written in plain and straightforward language, with correct grammar and comprehensible text [1]. There are many resources for reading on the Internet and you can choose any topic you like.

And, of course, books. Choose the one you like. For reading must be a pleasure, not a punishment.

3. Involve friends in your study. Make a chat in one of the messengers, where everyone can send a daily report about what they have learned in English.

4. Consistency. Don't miss a single day. Spend at least 20 minutes a day learning English. And 20 minutes a day is almost 2.5 hours a week. It's much better than nothing.

5. Integrate English into everyday life. New words and grammar rules should not be written only in a notebook. Try to incorporate English into your daily routine.

Make a to-do list for the day in English. Find a friend to chat with in English from time to time. Write your wish list in English. Sign the photo in Instagram in a foreign language. Language should not be limited to classes.

Search for information in English. For example, you are worried about what food to take on a car Journey or you are thinking of an original gift for your aunt's birthday [4]. So, google it in English.

6. Motivation. Just answer the question of why you need English. "Everyone knows but I don't" or "I want to understand Shakespeare in the original" - reasons that will make you study the language every day.

Think about what English will give you, how appropriate it is to learn English? Self-study can only be successful if you have a high level of motivation. For example, will it significantly affect your career, education, the outcome of an important business meeting? This is a great goal that will make anyone sit down for textbooks [3]. Therefore, proper motivation is important. Of course, these are not all possible ways of learning a language. However, if you put these 6 points into practice, you won't have to wait long for the result.

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## INTERNATIONAL EDUCATION, PROSPECTS AND YOUTH DEVELOPMENT STRATEGIES

A happy secured future is everyone's dream. Quality education is the key that opens any door. Prestigious work, high stakes and a carefree old age are the result of high quality education, so the choice of educational institution should be taken with all responsibility.

In the conditions of world globalization, rapid spread of information technology as a major source of innovative development is the intellectualization of society and construction knowledge economy. The point of support of an innovative economy should be education as a full participant market process. Its development must be consistent with the innovative model of society. That is why Ukrainians go abroad for higher education.

Education abroad at the same time captures and frightens those wishing to immerse themselves in an environment of new knowledge, which is understandable.

Why study abroad is much better and more productive than in your own country? What are the disadvantages of studying thousands of kilometers away from home?

Advantages of study abroad:

1. Level of education.

Schools, private colleges and universities around the world have gained such popularity among those who want to study abroad thanks to the level of education provided there. Higher-level teachers guarantee a significant increase in student knowledge. The main secret of success is that each educational institution has developed a special methodology for presenting information, taking into account the individual capabilities of each student. Regardless of the

level of preparation and luggage knowledge, the program is interesting, accessible and understandable to everyone.

2. Prospects.

The world is full of opportunities. Each country needs skilled professionals with a strong desire to work and develop. Upon receiving an international diploma, you will open any door.

3. Multilingualism.

Knowledge of languages is a necessary skill in the current world. Only study in educational institutions abroad with their native linguistic environment can guarantee a perfect command of at least two foreign languages.

4. Certificates of international design.

International diplomas are highly quoted all over the world and give their owner unlimited opportunities for further secure employment.

5. Research activities.

Abroad universities are active in research and have in their arsenal a huge number of scientific centers, laboratories, rich in various literature libraries, libraries and lecture halls. Thanks to this, students have the opportunity to conduct their own research, research and gain invaluable knowledge.

The main evaluation criteria of educational institutions abroad:

- quantity and quality of scientific researches;

- teaching and student activity of an international model;

- the role of innovation in a foreign institution;

- citation of scientific articles by teachers;

- reputation and prestige of the school;

- level of educational services.

A reform in the sphere has begun in Ukrainian secondary education. It radically changes it philosophy, focusing on child-centeredness, self-centered learning, the implementation of innovative methods, partnerships between all educational entity policy, security and non-discrimination at the school. Such global tasks must be reflected at the local level:

- through the management of the educational network of the united territorial community,

-through implementing innovative methods of studying in every and even in the most remote school,

-through changing relationships between teachers, parents, and students.

Designed strategic plan for the development of education presupposes the facilitation of the implementation of the above tasks.

Conclusions. The implementation of the model of innovative development is possibly made through joint efforts and cooperation between educational, scientific and other institutions involved in expanding innovation of space. The innovation process begins with the formation of innovative thinking, which begins in the walls of the educational institution and continues directly at the production, where the higher education acquires knowledge transformed into an intellectual asset of the enterprise. To ensure continuity of flow the innovation process and its efficiency requires close interaction between education, science and production as the whole. However, existing external and internal problems slow down the process of innovative progress of society. At the university level, these problems are predetermined lack of freedom in the formation of modern educational policies and organized educational process, based on the specifics and status of higher education.

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## INNOVATIVE TEACHING METHODS

Innovative technologies such as the Internet in education is very important in today's world. Quarantine implementation requires distance learning. So, at the end of the 20th century, new innovative and information technologies became not only a major driving force for progress, but also means of communication between companies, universities, a new form of trade, and also a powerful tool for learning. Now almost all students of Ukraine used it for information culture. According to a sociological survey, for 68% of teenagers use a computer for a working tool, 12% use a PC for entertainment, 18% - an opportunity to communicate with friends, and for 2% - an opportunity to disconnect from reality [1].

So the new education paradigm has led to an upgrade of professional education and relevant e-learning based forms, methods and technologies, in which the central figure is the student, who is at the center of the learning process, based on respect for his or her opinion, on motivation to activity, to those encouraged to creativity [2].

In my opinion, the program should be accessible and clear. The main task is to interest the student and only then - to teach. After all, only the interested student will continue their scientific activity. Less clear rules need to be put in place, the possibility of distance learning.

Now exist such teaching methods as:

1. E-learning is a learning model based on the use of new multimedia Internet technologies to enhance the quality of learning by facilitating access to and sharing of resources and services through distance learning.

2. Mobile learning (m-learning) is the transfer of knowledge to mobile devices using WAP and GPRS technologies.

3. U-learning is a technology of lifelong learning using information and communication tools in all spheres of society.

Nowadays, is popular blended learning that used in the learning process, which combines the technologies with classroom teaching using the traditional system of education.

In conditions of developmental learning it is necessary to achieve the maximum activity of students, which is provided by interactive teaching methods. Unlike active methods, interactive ones are focused on broader interaction of students not only with the teacher, among themselves and on the dominance of students' activity in the learning process. The teacher uses the following interactive forms to solve the educational tasks: case technologies, "Round Table", debate, business games, case study, trainings, video conference, "brain storm", role games, group discussions, project method and so on [3].

So, the use of the above services in the educational process of universities is an effective means of improving the quality of students' education, provides a modern approach to the formation of professional competence of future professionals. Easily accessible tasks, greatly simplify the time spent on their creation, editing, promotes a creative approach to their implementation, as well as the formation of self-study skills throughout life.

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## THE IMPORTANCE OF INTERNATIONAL EDUCATION

To begin with, international education and the students' ability to travel and study abroad is a youth development strategy in itself. It can be more or less successful in achieving certain goals depending on how it's implemented or how accessible is it.

It's important to understand that the message behind the expression "international education" implies first and foremost that anyone who wishes to study is able to engage in this activity with little to no obstacles in their way. However, there are many factors which can prevent a person from getting a degree at the university that they prefer. One of them, seemingly the most obvious to many people, being the language barrier [1]. Internationalization of the education includes making as much various study material suitable and simply understandable to as many potential students as possible. This may be carried out in several different ways. As an example, adding the subtitles in different languages on the YouTube videos of pre-recorded lectures from top-universities already makes them accessible to a much broader audience. If to think more globally, an international language can be of great help on such a matter, like Esperanto which has an online-learning platform called "Lernu!" [2]. But transitioning to an education system in an international language can only be a result of a colossal collective effort.

On the other hand, it is evident that for many young people and their families, higher education abroad (or, in some cases, even in their hometown) is unaffordable which can be considered one of the prime flaws of our society [1]. Working on a better thought through education funding system which would take into account countries with all different stages of general and economic development is something that needs our attention.

What is also important is to make young people realize that holding a degree in something will be truly beneficial for their future and general well-being. This can be done through the constant monitoring of the labor market in order to adapt the education towards the needs of the potential employers. Additionally, theoretical studies should always be combined with practising real-life skills to let the student feel like they are actually working towards a goal that is realistic and reachable.

It should be mentioned that the concept of international education can never have a goal of erasing the national ethnicity of different countries and the traditions of the people inhabiting them. Contrariwise, it needs to be the tool for the youth to learn more about the diversity in the world and ways of respecting and preserving it.

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## THE SPECIFICS OF LEGAL PROFESSION AND THE IMPORTANCE OF LEGAL ETHICS

The focus of legal ethics is on the role, nature and extent of the influence of moral and ethical categories - good and evil, duty and conscience, justice and responsibility, dignity and honor or their absence on the professional activity of lawyers of all professions.

Continuous communication with people, the need for direct intervention and participation in their destinies obliges representatives of certain professions to observe moral standards always and everywhere. These are specialists whose ill-considered words and decisions can have irreversible consequences (for example, imprisoned an innocent person). This is important if, by coincidence, a person falls under the authority of the official on whom his or her future destiny depends. In such circumstances, moral qualities inherent in this official, his moral principles and attitudes to particular circumstances are at the forefront. (golden rule, official).

The particular importance of legal ethics is due to the specific nature of professional legal activity, as well as important social functions performed by lawyers.

Such specifics include:

1.   the main legal professions include having power over other people and solving their fate.

2.   in addition, the functioning of one of the branches of power, namely the judiciary, is fully ensured by lawyers. It is difficult to overestimate the social importance of the court, as the court is the main body where justice must be restored.

3.   the powers assigned to the positions occupied by lawyers are quite broad and, accordingly, give rise to serious moral, material and legal consequences.

4.   decisions made by individuals (such as judges) are made on behalf of Ukraine, and therefore an unjust or unjust decision, first, harms the person for whom it is made, and second, damages not only the lawyer himself but also the state as a whole.

5.   the work of lawyers is a constant consideration and resolution of interpersonal conflict situations where diametrically opposed interests are confronted and their solution must be fair. Because unlawful, unfair conflict resolution is the cause of a new one.

6.   communicating with people in the course of their professional duties often occurs in critical situations in a state of heightened psychological stress

(investigator - accused, judge - convicted). The problem is that in nervous tension it is much more difficult to adhere to moral standards.

7. An important feature of the profession of lawyer is the transparency, "transparency" of the work process, the ability to objectively evaluate the activities of an official. This obliges the lawyer to control emotions, because every spoken word has its consequences, and not only the content of the words, but also the manner of speaking.

Thus, it becomes clear that the profession of lawyer is of great social importance and is necessary for the proper functioning of society. (Unfortunately, because of the unsuccessful and even extremely poor performance of their duties, the Ukrainian population does not consider this an example of Bush, Chirac and our officials). To summarize, the primary purpose of the lawyer's work is to ensure justice, which is a very difficult thing to do, since from ancient times to the present day there is a dispute among scholars and ordinary citizens, which is to be considered fair. Of course, first of all, a lawyer must strictly abide by the rules of law, in particular, which ensure human rights. But that is not enough. It seems right that the element of justice is achieved by the harmony of law and morality.

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**INNOVATIVE LEARNING TOOLS: NEW CLASSROOM EXPERIENCE**

The advent of 21st century has brought in various technological advancements across the different sectors. This trend has revolutionized the way information was used to be communicated. The effect is particularly visible in the academic setting where educators and students are no more bound by time and space. With this availability of current innovative tools students can now learn in a more time-efficient manner than ever.

Nowadays, more and more educators are going for technology-driven academic classrooms where they can control the teaching and learning activities more productively [1].

If you work in education, you will know there is a huge array of applications, services, products and tools created to serve a multitude of functions in education.

Tools for teaching and learning, parent-teacher communication apps, lesson planning software, home-tutoring websites, revision blogs, SEN education information, professional development qualifications and more.

There are so many companies creating new products for education, though, that it can be difficult to keep up [2].

There are the most popular educational tools that have reinvented the experience in the classroom:

1)   Socrative: It is a powerful educational app that allows the teachers to engage students with different educational exercises and interactive activities using various devices such as a desktop computer, laptop, smartphone, tablets, etc. All they need to do is create an account where they can create and edit the different quizzes and surveys. It is simple, interactive and innovative.

2)      Go Animate: It is the latest educational tool that allows the students to create animated videos using dialogues and characters. Now teachers can ask students to create stories, write dialogues and develop characters using this interactive tool. Moreover, students can share any video on different social media channels such as Twitter, Facebook and YouTube.

3)      YouTube Time Machine (YTMM): It is an exclusive video-sharing website for people who have an interest in history, literature and social studies. Using this resource, students can explore any topic within a specific period of time. But it is particularly a facilitator for teachers who can now just give a topic to students for a particular era that students can easily look through with YTMM. Students can easily browse through the history using the timeline on the website and watch any video on any given topic. Is not that simple?

4)      SMART Board: As the name suggests, it is an interactive white board where you can give lessons, write notes and save your work with just the tip of your finger. So educators have now more choice in terms of time and space. With SMART Board, teachers can save and access any educational or instructional stuff at any time during their period if they are engaged with other activities [1].

With the digital era taking over, it's important to include digital and online tools into the learning process. Students rely on smart devices and internet more than on conventional learning methods. Keeping up with this trend is what allows the teacher to better understand students and their needs. Additionally, these tools make the learning process more interactive and allow easier flow of information, which makes the teacher's job much easier [3].

Therefore, modern education is focused on the use of information technology, the dissemination of interactive, e-learning with access to digital resources and intellectual learning for the future. Currently, there are a huge number of innovative learning tools that help move education forward.

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## ONLINE COURSES AS A WAY TO IMPROVE ENGLISH AND OTHER SPHERES OF LIFE

Nowadays there are a lot of opportunities to learn English: read books, play games, do exercises, watch comedies and so on. All of them are perfect and must be used, but now it is important to discuss one special kind of innovative ways of how to improve English and get to know something new of the spheres, which you are interested in. It is using online courses. This way is a wonderful opportunity not only to study English but to expend knowledge of the occupation or something that captures your attention.

There are a lot of them which can be used free. For example, a lot of famous universities give an opportunity to use their resources and feel like a real remote student of the one of the TOP world universities. Besides, there are a lot of online platforms which give opportunities to use their resources free. For instance, edX, which is the trusted platform for education and learning, is founded by Harvard and MIT. More than 20 million learners from all over the world use this platform and the majority of top universities and industry-leading companies use it to help their students and staff to do better with English and their duties at all. Moreover, edX is nonprofit and transform traditional education, remove the barriers of cost, location and access. Fulfilling the demand for people to learn on their own terms, edX is reimagining the possibilities of education, providing the highest-quality, stackable learning experiences. The volunteers help learners at every stage, whether entering the job market, changing fields, seeking

a promotion or exploring new interests, edX delivers courses for curious minds on topics ranging from data and computer science to leadership and communications [1].

Moreover, there are many other platforms. For example, Khan Academy, which offers practice exercises, instructional videos, and a personalized learning dashboard that empower learners to study without any problems. They give a possibility to study finance, economics, history, engineering, humanities and more. They see their missions in guiding learners in learning not just English [2].

Besides, FutureLearn is another platform, which helps students from all over the world to practice English by studying different subjects. This site is not only for students, but it is also popular with people of all ages. Students can not only do exercises, read articles and watch videos, but they are also able to practice English by communicating with other people from all over the world. Everyone can read their opinions on the theme he is studying and reply them too.

As a matter of fact, there are so many ways to practice English by expending horizons. Only you know which is perfect for you, but you will not know it, if you do not practice them.

In conclusion, we must admit the quote of Federico Fellini "A different language is a different vision of life" [3]. So, if you want to see something from different side, just study it in English.

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# KEY SKILLS FOR IMPROVING STUDENTS' GRADUATE EMPLOYABILITY

PROBLEM STATING. While studying at the university, students try to become professionals with high level of competency in a particular field. However, while technical skills and subject-specific knowledge are important to employers, employability skills are necessary for students' professional development [4]. Studying at university is the best time to start preparing yourself for being successful on job market.

According Future Skills 2020 Report (by Institute For The Future), future work skills required by the labor market have some important implication for the Educational System. Educational organizations at all levels should consider how to adapt quickly in response [3]. To truly prepare students to enter the employment market, it is important to discuss these issues fully and openly. Knowledge about employee rights, explorations of personal values, and critical analysis should also have a place in this process.

PRESENTING MAIN MATERIAL. Employability is a set of achievements that make graduates more likely to gain employment and be successful in their chosen occupations [3]. There is a broad understanding of what qualities, characteristics and knowledge constitute employability both in general, and specifically for graduates. With no doubt, among key activities that students need to develop is the abilities to write informative and creative resume and cover letter – the best form of representation of own personality for recruiter.

It is important to be able to emphasize your strengths and accomplishments to be marketable to an employer [2].

The job market is very competitive. If a student does not want to be left behind, he/she need to think of a plan how to impress employers. Job interview is an important part of this plan, so students should master the interviewing skills. Students should not forget about learning foreign languages in order to be able to

use them in the process of interviewing and learning cultural differences, if they are applied for a position in international company.

When employers talk about employability beyond issues of competency in the field, they usually point towards "soft skills". These types of skills make a person stand out. Different people define these skills in different ways, but generally they can be broken down into these eight categories: communication skills, team working skills, problem solving ability, initiative and enterprise, planning and organizing skills, self-management, learning (not only wanting to understand new things, but also taking on new tasks and being able to adapt to change), general technology skills [4]. It is not difficult to improve these skills, for instance, using e-learning, and, of course, they should be highlighted in job applications.

CONCLUSIONS. Becoming competitive graduate at jobs market is possible if you posses key skills and abilities that strengthen your employability. Today's job market demand bright, interesting, open-minded, flexible, qualified and competitive employees. Due to this fact, students should focus not only on theoretical knowledge of specific field, but also develop their personality.

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## YOUTH SLANG AS A WAY OF VERBALIZING BEING

Human needs a means of communication to fulfill their social needs. To support communication easier, electronic media is used, such as television, radio, telephone, and cellphone. Electronic media provides information which can be understood more easily and instantly. The development of era has influenced communication and interaction. In this case, language being used has also been impacted. Nowadays, we use a lot of slang words when talking. Slang is a language variety which is informal and used to communicate more easily and instantly in a social group.

1. Youth slang is anthropocentric in nature: slangisms occurring in young people's speeches reflect directly the individual's (young person's) attitude to the surrounding reality, express their emotions, desires, relationships with family and friends, evaluate other people's actions and actions and characteristics of the objects used [3]. *On weekends I turn into a **couch potato** and do nothing – **Couch potato*** means a lazy person.

2. The specific language of informal communication of young people, which has recently been displacing literary norms, has no clear definition in linguistic literature, and in the works of modern linguists is referred to as "youth sociolect", "youth jargon", "youth slang".

3. The formation of youth slang is influenced by age-related features of the psyche of young people, their desire for self-affirmation. Youth slang is expressively colored and riddled with value. Accordingly, expressive means

require constant updating of slang vocabulary, which leads to the emergence of numerous synonyms. *Kudos*, *props* - it means an expression of delight.

4. A significant part of the vocabulary of youth slang is formed as a result of various word-formation processes. *Flop* - means a situation where something is not happening and the *flopper* is the person who cancels everything at the last minute.

5. Slang makes speech more concise, specific, emotionally expressive, and also serves as a kind of sign of belonging to a particular social environment. *My hat!* - this expression is used to attract attention.

6. During translation, slang has particular difficulties. The main task of the translator is to reproduce the slang effect in the original language and to preserve its effect on the recipient of the target language through the use of the language tools available in the target language. *Photobomb* is a situation when a person accidentally or intentionally finds himself in a group photo and spoils the whole look [1].

7. English youth slang has no grammar (this is a kind of denial of grammar), so you will not find rules for its formation and use. There is a difference between English and American slang: the same words can have completely different meanings. For instance: *table* - to discuss for the English, but for the Americans, on the contrary - to postpone the discussion (to postpone) [4].

Nowadays, it is very important to know about slang and the meaning of words and expressions, because certain groups of people, especially young people are actively using "trendy" words in their language. Slang is a universal fact of culture. The most actively spread slang is the media, which, by broadcasting, television programs, actively use borrowing, finding them more informative. Nowadays, youth slang continues to be a rather complex and poorly understood phenomenon in the aspect of translation theory.

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**INTERCULTURAL DIALOGUE AND INFLUENCE ON LANGUAGES**

The dialogue of cultures is one of the most important forms of cultural dynamics. Nowadays, it is impossible to find any country, nation that was not involved in the system of international relations to one another or influence other cultures. The combination of the universal experience of economic, social and cultural development with national traditions is a prerequisite for the progress of each country.

For any national culture that acquaints a different culture, opening up new opportunities for development, it is possible to evaluate and prevent new, more efficient cultures, overestimate their own cultural norms, artistic values, technologies, moral and political ideas [1].

Language is an important part of our lives. It is a uniquely human gift which lets us communicate and differentiates us from animals. "Language is more than just a means of communication" (O'Neil). Language is used all over the world every day. "Language derives its meaning from culture, every culture is embodied in the language it speaks. Every language is rooted in the culture that speaks it" (Universal Language). Language is used in every culture, and enrooted in the regions where someone lives, but that does not change how language is used. Language can be taken back to the beginning of time [2]. But language is much more than just a means of communication. It is also an inseparable part of our culture.

Studying a foreign language for communication, understanding and ability to evaluate other cultures, the ability to talk about your own country, studying towards a common goal with peers from other countries - these are the key components of the modern educational process, which covers many fields of activity.

Learning an alien language can be a mean feat, and if achieved fully it can be one of the most rewarding experiences, as by learning the language one becomes familiar with the culture. There are ethnic minorities that have languages of their own and are considered to be the backbone of a culture, for example, the Aboriginals in Australia [4].

In fact, we use language in many different ways, some of these are, the informational, the expressive, the directive, the phatic, the aesthetic. We use language and that language is a part of society. Noam Chomsky, one of the most well known linguists in the world, explains that all languages are dialects of one language, which is the human language. He says that "even though they appear very different, they are in fact very similar. Nevertheless, different cultures have a predominant fashion in which they use their language and they have differences which cannot be underestimated" [5].

Many of the linguists, philosophers, theories, researches on the theory and history of culture.This problem was also studied by J. Herder, V. Humboldt, D. Likhachev, Y. Lotman, O. Potebnya. However, today these questions remain

controversial, they interested as modern scientists as young students because recent situation changes every year [3].

Every language can represent the role of culture through its own reflection of reality it presents. The versions differ as every nation has had to face a different set of problems to arise at their current state. There are different set of values and beliefs attached to each, and they are all equally important, and as far as language is concerned, is supposed to be just as important as it is a reflection of the nations' identity. The role of culture in language and its bearings as per its evolution are highly significant and felt every day in each culture.

In the conclusion, language is the important part of culture, everybody uses this way of expressing their emotions. If you know language you will understand culture some country. This is the most interesting way to explore another culture or history.

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## THE NATURE OF MULTICULTURAL EDUCATION PRACTICE

Life in a multicultural society has both a positive and a negative side. On the one hand, communication with representatives of other cultures can enrich a person's inner world, contribute to his spiritual development, broaden his horizons, increase his ability to adapt. Person who has grown up in a multicultural society will easily adapt to life in any state. On the other hand, life in a multicultural society can lead to stereotypes, discrimination, racism. Education is the first step preparing a new generation to prevent such prejudices [3].

Multicultural education is reform movement that create equal opportunities to get education for all students, including those from different racial, ethnic, and social-class groups. The main goal of the movement to change the total school environment so that it will have different cultures and groups in education society. The subject of this kind of education is the process organized in such environment, methods, tools and forms of its organization [1].

In Western Europe, the term "intercultural education" is widely used, which involves preparing students for coexistence with representatives of different cultures in a single educational space through the formation of tolerance and cognitive flexibility. Multicultural education is widely used in the United States and Canada and involves acquaintance with other cultures to bring together people from different cultures and having different value systems, worldviews, behaviors. In Eastern Europe, the concept of «policultural education» is widespread, which means education that promotes knowledge about other cultures and the identification of the general cultural values, the cultivation of tolerance and respect[2].

The provisions of multicultural education are used in practice in the American system of education at all levels - from elementary school to higher education. The dissemination of special form of education ideas required the development of uniform tests for assessing knowledge, adapting existing educational programs to meet new requirements, and changing teacher's behavior toward representatives of different cultures. For example, in primary school, special attention is paid to the selection of literature that reflects cultural diversity and allows the formation of cross-cultural competencies from an early age. The list of references is formed in accordance with the following criteria:

1.    Availability of material to study differences between cultures;

2.    Providing understanding of history and life, opportunities to study of the situation of minorities oppressed at different times;

3.    The information should contain mechanisms of action in various social situations;

4.    The availability of material to study the fundamental value systems that operate in our society.

Furthermore, attention is also paid to the adaptation of programs and the introduction of special courses at higher levels of education: in high school and colleges.

In this way, multicultural education is a process that cover all aspects of school practices, policies and organization for all students. It helps students develop a positive self-concept by providing knowledge about the histories, cultures, and contributions of diverse groups. It prepares all students to work toward equality in organizations and institutions by providing the knowledge, dispositions, and skills for the redistribution of power and income among various groups. Thus, school curriculum must directly address issues of racism, sexism, classism, linguicism, ageism, heterosexism, religious intolerance [4].

To achieve these goals, multicultural education requires a school staff that is culturally competent, and to the greatest extent possible racially, culturally, and linguistically different. Thus, multicultural education requires comprehensive

school reform as it must span all aspects of the school community and organization.

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**TRENDS AND DIRECTIONS IN GLOBAL STUDENT MOBILITY**

In recent years, the number of students studying at universities abroad has increased dramatically. Gaining international experience has become a top priority for students. As more individuals seek out educational experiences abroad and new host countries compete for international talent. The "brain drain" of talent from developing nations is shifting to "brain gain," many emerging host countries implement policies to recruit them and "brain circulation" of students continues.

According to the 2019 edition of Organization for Economic Cooperation and Development (OECD) report that 5.1 million students worldwide study

abroad (up 28% over five years). English-speaking countries are definitely attractive options (US, UK, Australia, Canada), as are those that offer training in English (Netherlands, Emirates, Germany) [1]. As a result educational institutions around the world try to catch up to compete with this countries and generating in such way new trends in student mobility.

1. Economic factors - such as national growth, wealth distribution and household income all significantly influence student mobility. The biggest annual average growth rates will occur in Asian economies, particularly in China (+6.0%), Vietnam (+5.4%) and India (+5%). This provoked a debate about whether international student mobility begin to shift from West to East.

2. Impacts of political change - politics has always had a big part to play in international student's decision-making. For example the UK and US – as a result of Brexit and Donald Trump's election as US president respectively [2].

3. The change among the "suppliers" of international students – (like India and China students contributed an estimated US$18.3 billion and US$8 billion respectively to the US economy in 2017). Of course Anglophone countries continue to attract the highest numbers of international students, but new fast-growing countries (China, Russia, Turkey, Saudi Arabia) are deploying ambitious policies and using student mobility as a tool for influence. The growing demand for higher education grabs the attention of governments to attract a higher number of international students. The policies are designed in a way to represent the national brand that is attracting international students by offering, for example, financial aid, international student housing, less strict visa-policies or cooperation with companies.

4. The African continent will pioneer the demand for higher education - this is possible due to the huge population growth there (Africa ranks fifth out of the top 10 most quickly growing 18 to 22-year-old populations to 2025) [3].

5. English as a medium of instruction (EMI) - English is not only the second most widely spoken language, it is also the official language of study at universities around the world. This trend is reflected in the internationalization of companies that seed their interests in a global context, placing the focus on an

international audience – both employees and clients. That's why having above average English skills as a university graduate can give students advantages in the job market.

As a result, this changes create a new challenge for other countries that are poised to become popular study destinations and at the same time, countries with welcoming policies will benefit from new trends in student migration.

In conclusion, higher education will remain integral to human capital development and the importance it will not diminish. International student mobility will continue to grow and move from low-income countries in search of better prospects. But student mobility also makes a major contribution to understanding of higher education systems that forms a strong foundation for relationships of friendship, respect and trust with others.

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# MARKERTING STUDYING: TOPICAL, COMPETITIVE OR NOT?

Marketing is one of the most important and complex tools in building a successful business today. Every day this area is changing and improving.

In marketing is important for a student to learn to be not only a comprehensive specialist, but also to be a psychologist [1].

For students, the problem in studying the tools and aspects of marketing is that this area is constantly changing, every day, every minute. And what was a relevant tool yesterday does not work today.

Therefore, students should be trained in marketing not only from books, but from different sources of information. The most effective is to combine theory and practice.

Students must to participate in various conferences, webinars, training courses and constantly improve their knowledges of marketing.

It should also be borne in mind that in each country marketing develops differently and each country will have its own more effective tool for advertising and product introduction [3].

As an example - modern bloggers on the social network "Instagram". Bloggers from the Ukraine or Russian create online stores and successfully sell their products in them. Their marketers use "influence marketing" and promote products online to their wide audience. On the contrary, Western bloggers work a little differently, their social networks are focused only on brand name promotion, and the product itself is mainly sold on the offline market. Students should take into account such aspects when employment in each particular company and use this knowledge in their practice [4].

In addition, knowledge of the English language for students who studies in marketing is now so relevant. Moreover, not only basic, but also knowledge of various modern terms and neologisms in order to use them in building an advertising campaign for their target audience. Most of the terms in marketing are derived from the English language and students need to understand their essence.

In addition, the most relevant information on the field of marketing is easiest to find in English literature and very often these books do not translate. In general, students who know English have a strong advantage for employers.

Firstly, due to their knowledge of the language, they can learn and develop faster as an employee of the company. Secondly, knowledge of the language allows the student to find work in an international foreign company and receive high pay for their work. And Thirdly, it should be borne in mind that many international brands make English their main language, because it is spoken by the largest number of people in the world - almost 1.5 billion.

With the advent and spread of the Internet, the marketing system has changed and the English language has firmly taken its significant position in it [2].

**Digital marketing** is the foundation in building a modern brand. And what is remarkable - with the help of the Internet it is becoming truly global. For example, the company Netflix, which is engaged in the filming of films, series and television shows, has only one official channel on Facebook - it is conducted exclusively in English.

Classical consumer marketing is gradually losing value. People have less faith in advertising. Therefore, social marketing appears, during which great attention is paid to working with customers and reviews. The English-speaking student is developing much faster in advertising and marketing than the Russian-speaking one. And from it student can draw ideas and tools that are not yet popular and not practiced in our markets.

This is relevant, because the market is developing at an unimaginable pace and technologies for influencing the audience become obsolete in just a few years. For these reasons a student marketing specialist should know English at high level necessary for work.

**Competitiveness in marketing**

The purpose of any commercial activity is to make a profit, and to make a profit and increase it during the life of an enterprise is achieved in various ways. Currently, marketing is one of those key points that allows you to navigate the

market, not to miss the opportunity to successfully operate on it. To list all the goals and objectives of marketing probably does not make sense, but in the framework of this work I would like to highlight the following: one of the main tasks of marketing is to maintain the competitiveness of the product, namely, the study or creation of new needs, the formation of the required properties of the product, tracking the market position of the product, its life cycle. That is precisely the question of the competitiveness of the product and the competitiveness of the company as a matter directly related to marketing, I would like to turn to [4].

**Conclusion:**

Competition in the marketing market is one of the reasons that helps entrepreneurship develop, calculate their mistakes and correct them. Understand what level they can reach and how strong their competitors are.

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**CULTURAL FLUENCY AS A TOOL FOR GLOBALIZATION**

Building intercultural dialogue is an extremely important aspect of the 21st century. In the context of globalization, the world's leading countries are

becoming increasingly dependent on each other. Intercultural communication is an extremely important issue here, as societies from different countries need to understand one another and find common methods of cooperation, despite cultural and linguistic differences. When learning a language, people are automatically immersed in the culture of a certain society, absorb foreign customs and attitudes as well as their worldviews.

English has long been a language of international communication, given the long-standing cultural dominance of the UK in the international arena. Everyone now understands that English should be a one's second native language. However, everyone is watching China is embarking on a new era of ambitious economic and social reforms based on raising productivity through innovation and advanced technology, prioritizing production for its domestic consumer market, modernizing education and governance systems; extending democracy and grassroots participation in decision-making; and shifting to sustainable development. Chinese government officials insist, however, that they are still a developing country in the "primary stage of socialism." China is engaging the global community economically and diplomatically and increasing its influence [1]. Also India and Brazil are potential superpowers with emerging economies.

Taking into account globalization and the important role of new emerging countries, many Chinese, Japanese, Indian, Arabian companies are now open to cooperation with foreign partners and colleagues. However, many companies where oriental workers collaborate with Americans or Europeans face problems of misunderstanding. While European citizens are inclined to extraversion and active discussions in groups, citizens from China, Japan or Saudi Arabia are more introverted and prefer to work alone. The understanding of a foreign culture is extremely important in today's multipolar world. The demand for oriental language translators is steadily increasing and the number of oriental companies is increasing too. All this makes us accept the fact that American and European cultures are becoming less dominant, both in the Western world and in the world at all.

Cultural fluency should be a top priority for organizations with multicultural, international virtual projects. Individuals on project teams can represent a mix of different cultures, religions, competencies, ages, genders, and nationalities; and often this diversity can produce more innovations for the organization than a homogeneous team could produce. Training in cultural fluency is important in global organizations. Cultural competence, or the knowledge and understanding about other races, ethnic groups, cultures, and minority groups, can be taught in the classroom or online. The project manager can incorporate team building exercises, formal training, or coaching as a strategy to improve cultural fluency among the team members [2].

We should always remember that culture and language are interdependent. So, as you learn new languages, keep in mind the cultural flexibility you will have to resort to. All the cultures are different, and a culturally fluent people will be favored in any company or organization in the world.

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**THE ROLE OF ACADEMIC MOBILITY IN PROFESSIONAL TRAINING INTERNATIONAL LAWYER**

Academic mobility refers to students and teachers in higher education moving to another institution inside or outside of their own country to study or teach for a limited time.

Academic mobility is one of the priority areas of professional development, which enables the participants of the educational process to study, teach, study or conduct research activities in another higher education institution on the territory of Ukraine or abroad [2].

Mobile students are usually divided into two groups: Free-movers are students who travel entirely on their own initiative, while programme students use exchange programmes at a department, faculty, institution, or national level (such as Erasmus, Nordplus or Fulbright). Nowadays, the traditional Erasmus exchange (which involves travelling) has been complemented with virtual mobility, or Virtual Erasmus, in which students from different countries may study together without leaving their home.

Why is borrowing experience important for the international law profession? An international lawyer is a specialist in the field of international law, a person who must be knowledgeable and knowledgeable of international law and the peculiarities of the judicial system of the leading countries of the world [3].

Researchers are employed on casualised temporary contracts in some universities, which force them to relocate around every three years when funding streams change, typically to another country. Historically this was done just one for a "postdoc" research project, but modern funding now devotes far more money to contract research than teaching posts, and so most researchers now face a whole career of living in this way. This often leads to the breakup of their families and friends and sometimes to mental health problems.

With 57% of its researchers coming from other countries, Switzerland is the country with the world highest proportion of foreign researchers [1]. Canada, Australia, the United States, Sweden and the United Kingdom have between 50 and 30% of their researchers coming from foreign countries. The Netherlands, Germany, Denmark, Belgium and France have between 30 and 10% of their researchers coming from foreign countries [1]. Brazil, Spain, Japan, Italy and India have less than 10% of their researchers coming from foreign countries. The 21st Century is an era of technological and scientific progress, and all the doors

are open to us for developing ourselves and improving our knowledge in our profession.

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**THE IMPORTANCE OF INTERNATIONAL COMMUNICATION IN EDUCATION**

Due to globalization, international communication has become unpreventable. Nowadays all areas such as education or business are related to communication with other cultures. Various technologies particularly internet made communication between cultures easier. No one can deny the importance of international communication in any field that's why the art of knowing how to communicate with other cultures must be noteworthy.

According to the International Journal of Peace Studies, international communication is important because the lines between nations have blurred as a result of the Internet. The world has become a global community whose members must communicate to learn from each other and resolve conflicts [1].

Education is based on communication between teachers and students as well as between students and students. International communication in education field has become more important due to cultural diversity in schools and universities. Today people from different countries can study together that's why they should know how to communicate with each other. Teachers in their turn should be sensitive to potential communication problems in culturally diverse class. In his paper, Roux (2002) argued that successful educators are effective communicators and thus culturally competent in cross-cultural encounters [1; 3].

International communication can be a useful source of intercultural development and exchange of knowledge and experience. Or it can lead to communicational problems, misunderstanding, intercultural conflicts and disappointment. Cross-cultural communication is complex and potentially problematic in education. Therefore, in our modern world it is very important to understand cultural features of different nations and take into account their differences. That's why students should develop their communicative skills and teachers in their turn should encourage and help them.

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## INTERNATIONAL EDUCATION: PERSPECTIVES AND DEVELOPMENT STRATEGIES FOR MODERN YOUTH

International cooperation is a powerful lever for the development of the global system of higher education.

Today, international community is combined by the idea of world citizen education. Intensively developing educational space is aimed at global human education, independently people's place of residence. Awareness of the fact, that modern education has to become intercultural, leads to improving young people's ability to evaluate the effects of other human positions, different cultures. Its main task is the education of people who can interact cross-culturally. International education is purpoself and classifield effort to create the conditions for cross-cultural training. The aim and result of cross-cultural education is the developed ability of qualified and competent interaction in different cultural contexts [2].

Many scientists explored the role and importance of international education, its perspectives for the development of modern youth and strategies for the development of cross-culturally education. For example, to better understand the gist of international education, as well as its significance for higher education, J. Knight and A. Moleff distinguish between international education and the internationalization of education. They argue that «international education is practiced as a set certain programs, the task of which is the additional training of students of the future profession, the development of knowledge, skills and skills that may be required by graduates of any labor market in one country. Internationalization is thus defined as a program of levels of institutional reforms that begin to work in response to the need for radical reforms as a result of external influences on the development of education» [4].

Psychologists also support the concept that international education is a developing step in the life of a teenager. In particular, Svetlana Sobkova, a Ukrainian candidate of psychological sciences, says: "Education manifests itself as a practice of human socialization and the continuity of generations of people.

In different socio-political conditions (and in the period of reforms), education is a stabilizing factor between new social representations and the ideals of previous generations that have come about in the historical tradition. Therefore, education allows to maintain the process of reproduction and transfer of historical and social experience and at the same time consolidate in the minds of the younger generation new political and economic realities, new benchmarks social and cultural development [1]."

In my opinion, a greater understanding of other cultures is necessary to make our society more tolerant. It is important to understand that other cultures are different, and that difference does not make the culture threatening. Tolerance and understanding of other cultures are extremely important to develop and foster a relationship with international partners on all issues. Having a greater understanding of other cultures allows us to move forward as a part of the global society, instead of being left out. I am happy to see the Department of Education is taking steps to increase cultural awareness, like having an International Education Week. I also believe the Department can do more. I think the Department should work to develop curriculums that promote understandings of other cultures. If the funding is available, the Department should also expand access to foreign language programs. Knowing a second language is extremely important in our current job market.

After graduating from foreign higher education institutions, graduates not only increase their chances of getting a high-paying prospective job at home, but even finding a job in reputable foreign corporations. Education abroad allows you to bypass unnecessary "intermediate steps" and thus saves your valuable time.

The fact is that diplomas of Ukrainian universities in most countries are not recognized as valid. In order to get a job in a specialty, it is required to pass exams in the country in which you intend to work in order to confirm your professional qualification. No one has called these tests easily passable [3]. Therefore, it is advisable to immediately get a higher education at a foreign university, whose diploma is quoted worldwide.

Getting an international education these days is not a ghostly dream, as it was just a few decades ago. Hundreds of educational institutions around the world opened their doors to Ukrainian students. The most popular is the traditional European education: it is prestigious to study in England, France, Spain, Italy, Germany, Ireland and even in Malta. "Overseas" educational institutions are in high demand: they often go to the USA, Canada, Australia, and New Zealand to study. Recently, Ukrainian students have turned a favorable eye to the East: learning in China, Japan, and Singapore is becoming increasingly popular [5].

So, International cooperation is a powerful lever for the development of the global system of higher education. It is called upon to solve a number of urgent tasks, such as: adherence to the adequacy of the content and level of higher education to the needs of the economy, politics, socio-cultural sphere of society, leveling the level of training of specialists in different countries and regions, strengthening of international solidarity and partnership in the field of higher education, sharing of knowledge and skills in different countries and on different continents, coordination of activities of educational institutions for the development of higher education and encouraging competition between academic schools and educational systems in conjunction with academic solidarity and mutual assistance. The aim and result of cross-cultural education is the developed ability of qualified and competent interaction in different cultural contexts.

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## WHY WRITING MOTIVATION LETTERS SHOULD BE INCLUDED IN THE ENGLISH LEARNING PROGRAM AT UNIVERSITY

Here we are going to explain the necessity of including the practice of writing motivation letters in the process of studying English in the university using the data on different international education programs which are applicable for Ukrainian students, about students` interest in gaining experience of foreign education process and their experience of writing motivation letters in general.

Nowadays we can observe how Ukraine is successfully joining the worldwide educational space, more and more European educational institutions offer their services to Ukrainian students, foreign companies are searching for specialists among our students offering them practice, universities promote participation of their students in international scientific conferences etc. For example The Global Undergraduate Exchange Program (Global UGRAD), sponsored by the U.S. Department of State's Bureau of Educational and Cultural Affairs, this international educational and cultural exchange program brings future leaders to the United States to experience the U.S. educational system,

enhance their knowledge and skills, and explore U.S. culture and values, which requires filling out an application that should reflect the original opinions and individual work of the candidate, which will confirm the candidate's motivation to participate in the Global UGRAD program [1]. Erasmus+ offers studying abroad and has been shown to have a positive effect on later job prospects. It is also an opportunity to improve language skills, gain self-confidence and independence and immerse yourself in a new culture, Erasmus+ also offers the chance to combine studying abroad with a traineeship depending on what part of the programme you are applying for, you will need to fill out a specific application form, which also requires motivation letters [2].

Mainly the competitive selection of participants begins with an analysis of motivation letters. Although different universities, projects can interpret the idea of motivation letters in different ways, also they may confine to the formulation «motivation letter required», which give more freedom of choosing the content of it. Motivation letter generally considered to be a letter in which student has to describe his academic and professional purposes, his intentions, why he has to be given an opportunity of foreign studying. This letter is the first stage of participating in such programs and students have to be able to pass it successfully. We do not have official statistic about students` intentions in the field of international academic mobility, but we conducted a survey of 61 students of the Faculty of International Relations of the National Aviation University. According to it we discovered that 96.7% (59 students) would like to take part in an international education program, but only 37.7% (23 students) of them have an experience of writing motivation letters. Moreover, 65.5% (19 students) of them who had such experience were searching for information about how to write a motivation letter on their own, only 4 people were assisted by teachers. Therefore in the context of increasing in international academic mobility the students` need in purchasing of practical skills in writing motivational letters, which will give them competitiveness in academic and professional field, should be taken into account by educational institutions.

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### INFLUENCE OF GLOBALIZATION ON EDUCATION

Globalization is a growing trend of the 21$^{st}$ century. Countries are trying to cooperate to ensure their prosperity – they are building economic relationships, exchanging experience, form military alliances and international legal authorities.

Globalization inevitably leads to cultural merge as well, which has the direct impact on the nation mentality. The education is a key tool of the mentality forging, which is why it's important to research how it has been affected over the last dozens of years.

In order to demonstrate the shift in the educational systems core ideas across the world, I would like to overview German educational system due to the fact that Germany is the most developed country in the Europe, which makes other countries look up to it. In 1920 Germany introduced the four-year unified public elementary school that provided the same instruction to all children. After the World War II, Germany was divided for a long time for the West and the East part. The six-year primary school was introduced in Hamburg, Berlin, and Bremen after 1945, which was later again replaced with four-year elementary school system [1, p.95]. The education systems in the West Germany wasn't changed by the allies, the only thing they did was removing the nazi ideas form the schools. The Eastern socialistic part created an education system highly

influenced by the soviet one. After 1959 the eight years of primary schooling were replaced by ten years with an emphasis on polytechnic education [1, p.13].

Speaking of the modern Germany, the main focus of education system is bilingual teaching, which is dictated by the world's state. The purpose is to prepare pupils for the European multi-language reality, where the knowledge of the second language is essential. However, Germany has a high unemployment level and struggles to produce qualified applicants. That's the result of the lack of innovation, which caused by the low investment in it [4, p.40].

Bilingual teaching is a common practice in the Western Europe which helps non-native speakers talk on their second language more fluently. However, in the Eastern Europe and Middle East this is not as common and, therefore, despite the implementation of the mandatory second language, majority of people doesn't know it on the decent level. To prove that, the Proficiency Index was used. As we can see, index is almost two times lower in the East than in the West [3].

The question is – what can the citizens of those states do to improve themselves if their countries do not want to implement bilingual teaching? The answer is, of course, education via Internet.  One of the means of such education is distance learning. Distance learning is the form of education that doesn't require students to be physically present in the class, which is a perfect opportunity for foreigners to have a taste of the bilingual teaching they were lacking in their homelands. If we, once again, check statistics, we can see that the rise of the distance learning and the rise of globalization overlap [2].

So, how did globalization influence education exactly? First of all, it made a study of foreign languages and cultures one of the main educational systems priority. Next, it brought us distance learning, which helps students develop or master their language skills. However, in my opinion, the most important thing globalization brought us is, without a doubt, the Internet, which is a great place for international communication between different people of different cultures, where they can exchange their experiences, help each other understand national characteristics and improve their language skills.

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**MEDIATION AS A FORM OF INTERCULTURAL DIALOGUE**

Nowadays the proliferation of conflicts between two parted shores is escalating beyond and if they are swept under the rug, it can spread like a Coronavirus or it may start out at an interpersonal level. Thus, the increase of conflicts requires a set of ways in solving problems but they are old enough to look at alternative ways to do it. Quite frankly, one of the great alternative ways of tackling issues is mediation. As far as I am concerned, mediation is an alternative way of regulating conflicts between the representatives of countries or between two separate people or groups by having a neutral person who will resolve conflicts using her/his background knowledge (a mediator) and tools which are helpful to people who want to reach agreement with problems. Let me put it this way: if you enter into mediation − a form of intercultural dialogue − both sides must agree on who oversees the process [1].

Unlike arbitration, where the arbitrator hears evidence as well as makes decision, mediation intends to discuss dispute between two opposed sides, helping them to reach a settlement by absorbing essential information. From what we can gather, arbitration is a good way of solving disputes but it cannot cope with some sorts of conflicts. Therefore, most people opt for such a feasible idea as mediation. It includes following peculiarities: 1) confidentiality (a confidential process in its outcomes); 2) volunteering (mediation is a voluntary process); 3) decision-making (both of sides need a decision-maker) [3].

Interestingly enough, mediation is not only about peace building, negotiation across borders or tackling problems but firstly it is about transforming the conflict narrative by creating a space where people feel safe to hear from each other. Due to this, we will have stronger communication between countries (as Carolyn Manning, a mediator, says). Secondly, mediation epitomizes a spirit of international communication via organizations, a poignant example of it is an organization 'Mediators Beyond Borders' which works to bring mediation and peace skills to communities around the world so they can build a more peace 'able' world [2].

In conclusion, it is essential to note that we should contrast a communicative bridge between countries since 'people get to know each other better, it is harder to hate'. They begin to re-discover their genuineness, connection becomes possible. Even more, the enhancement of inter-personal connections can build foundation for the prevention of future conflicts. What irreplaceable role mediation plays in our life!

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## STUDYING ABROAD AND WHAT ARE THE BENEFITS

Have you ever thought about studying abroad? I have, because I find quite a lot of advantages in such experience. It is not only about living in another country or being away from parental control, it is about your future.

As we became older, we often think about how to motivate ourselves. It is clear that, we can't have stable earnings without a good job. And now it's very important to have a higher education and not the only one. So, that is why, nowadays a lot of us are looking for possibilities to enrich our CV and get a high paid position. Trust us, studying abroad will serve a huge plus to you. There are some benefits to be educated abroad. Studying in another country means studying another language. Because of that, you are to brush up you language skills. The more languages you know, the wider your worldview is. Of course, you will discover various ways of learning and try what you have never tried before. For example, if it concerns medicine, then you could visit modern laboratories or try a new treatment technology. Such opportunities are not always available. As far as I know, this is more practiced abroad.

Another important point is that you can realize yourself in something [1]. It could be everything you wanted or dreamt about. Mentality of people is different there. And it is not only in communication or study, it also can be seen in development. To my mind, people abroad are more open and ready for new challenges. Thus, you can be whatever you want and do whatever you want. They will tell that you are cool and will help you to do it better.

It is worth adding, such experience can help you to find new friends and future colleagues. Your exposure to many different types of people will not only help you to develop your people skills, but it will also give you a more in-depth knowledge of others, particularly those from different cultures [3]. It isn't a new thing, that being abroad or just away from your parents it requires you being independent, without the safety of your home comforts. Moreover, you should make your own choices and try to solve everything by yourself [2]. These things teach you to be an adult. So look at this as a new exciting challenge!

What about travelling? It is also very important to broaden your mind. Every country has its own culture, architecture, cuisine and fashion – these are the things you might open for yourself. Studying, working and making new friends are important things, but the most is the memory. Just think, how exciting it is to go somewhere and try something new. And not only try, but learn. Nowadays it is necessary to have a wide experience in everything. As it says: "variety is the spice of life". It might be something your dad says when opting for a different flavor of crisps at the supermarket, but it's true. Change, variety and new experiences are what make life worth living. Mix it up a bit: study abroad!

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## STUDYING ABROAD: GERMANY

Higher education in Ukraine mostly provides students with job opportunities within their own country. This is because the diplomas of our universities not always meet the European standards. There is almost no chance of finding a qualified job abroad.That is why young people who have the opportunity to study abroad use this chance.

Quite often, Ukrainian youth go to higher education institutions in European countries or in the USA and Canada. In recent years, these opportunities have improved a great deal: firstly, Ukraine obtained a visa-free entry permit with many foreign countries; secondly, the number of student exchange programs between other countries has increased. That is why students who have graduated from the 11th grade, or university students after the fourth year, who have received a bachelor's degree, seek to continue their studies in a master's program abroad.

Of course, many students would like to get their education in the most prestigious institutions in such countries like England, the USA or Canada, but, unfortunately these institutions may not be affordable for some Ukrainian people. Thus, our youth are limited with those countries where education will not cost much more than in Ukraine.

Another reason our students choose countries such as Poland, Austria, Hungary, Germany, etc. is the fact that these countries are located near Ukraine, which means that parents are more feel more comfortable letting their 17-year-old child study not too far from home [1].

One such country is Germany, where education costs between 500 and 750 euros per year. Education here is one of the cheapest, but accommodation and food are a little bit more expensive than in Poland and together it costs about 300-400 euros per month. If you go to Germany to study under DAAD exchange programs, the scholarship will be 650-750 euros for your studies, and that is enough to live in this country, gain high qualifications, and to facilitate the implementation of joint projects. One of the important prerequisites is a thorough

knowledge of German and English, which prospective students must confirm with the tests [2].

Under the «Grundförderung» program, entrants, bachelors and masters of science of German universities receive a scholarship of 650 euros per month and also have a health insurance. This scholarship is contingent on academic success and activity at the university.

"Promotions-Förderung" support is planned for students with higher education to write a thesis in Germany. The graduate student takes 2-3 years to work and receives a scholarship of EUR 1,000 per month, as well as health insurance.

How to become a member of this program? There are three stages of selection: first stage - filling in the online form; the second stage - sending a package of documents, including a summary, two letters of recommendation from university or school teachers, provides a detailed description of the topic of the dissertation. Then the commission appoints an interview, conducts a competition, and subsequently reports the selection results [3].

Therefore, the majority of young people are seeking higher education abroad. All this is not bad, but the negative side of the matter is that most of them do not want to return to Ukraine to use their knowledge for developing their home state. After all, every year our country is abandoned by an increasing number of successful young people, who find application of their knowledge abroad. For this purpose, it is necessary to improve the level of teaching in Ukrainian universities so that the diplomas meet international standards. This will not only provide decent education for Ukrainian youth but also attract young people from other countries.

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## INTERNATIONAL EDUCATION WITH THE FOCUS ON GERMANY

The issue of international education is particularly urgent and worrying, as well as its features, perspectives and vectors for further progress. If we consider this issue on the part of Ukraine, it is mainly European countries. But the biggest problem here is that students are educated and remain working in these countries, and the question is how to change that.

Universities and colleges abroad have a practical focus. The system of education is organized in such a way that the student learns more independently and gets practical skills. According to UNESCO, thousands of Ukrainians are currently studying abroad and this number is increasing every year. Germany is one of the leading countries in the selection of entrants, so it would be desirable to address this issue with a particular focus on this country.

German universities have a good reputation in the world, they are equipped with modern equipment and offer students optimal conditions for successful study. Germany is a major exporter of educational services and annually increases the number of students by attracting large numbers of foreign students. The volume of public funding for education in Germany has been increasing annually, a trend that has been observed since 2013. About 30% of students receive financial aid from the federal or land budget [1].

For admission to German universities, as in other countries, certain requirements are imposed. First of all, there are language requirements. B1-B2 level of English is required for entry.

There are such advantages of studying in Germany as: work visas for officially working students, scholarships from government organizations and foundations, funds to cover living and study expenses, career opportunities [2].

Ukraine and Germany cooperate closely in the field of science and technology at the interstate level. Special Working Groups have been set up to discuss important issues and joint projects are being implemented. The cooperation is exercised through holding forums, meetings, performing research and innovation programs and projects. Funding for these ideas and projects is supported by the German Academic Exchange Service (DAAD).

Working Group meeting agreed to create joint centers of excellence in Ukraine under the leadership of leading scientists and to to approve a list of joint Ukrainian-German research projects that will receive funding and will be implemented in 2019-2020 [3].

Thus, there are real and overwhelming prospects for Ukrainian entrants to study and further employment within other countries. In Germany, you can understand the current situation. This country provides some motivation and benefits that encourage an increase in the number of foreign students and workers. In my opinion, in order to change the situation for the benefit of our state, we need to make many changes at the legislative level. Only when a real perspective and strategy on this issue is developed, not only on paper but also in action, can the situation really change for the better. A specific system should be put in place to deal with this issue, as well as to provide additional employment and remuneration benefits upon graduation from European schools. In addition, cooperation between Ukraine and Germany should not only be to facilitate the exchange of students and study outside our country. Such cooperation should lay the foundations for the future opportunity and motivation to return to work in their country. Only in this case actually effective prospects for Ukrainian youth will be real.

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### INTERCULTURAL DIALOGUE AND LANGUAGE

Participating in the UNESCO Intercultural Dialogue Program we need discussion of the nature of intercultural and religious dialogue. Many of us imagine that we would probably join it, maybe even most of us.

In a general sense, the objective of intercultural dialogue is to learn how to live together peacefully and constructively in a multicultural world and how to develop a sense of community and belonging. Intercultural dialogue can also be a tool for the prevention and resolution of conflicts by enhancing the respect for human rights, democracy and the rule of law. More specifically, the following goals have been outlined:

• To share visions of the world, to understand and learn from those that do not see the world with the same perspective we do;

• To identify similarities and differences between different cultural traditions and perceptions;

• To achieve a consensus that disputes should not be resolved by violence;

- To help manage cultural diversity in a democratic manner, by making the necessary adjustments to all types of existing social and political arrangements;

- To bridge the division between those who perceive diversity as a threat and those who view it as an enrichment;

- To share best practices particularly in the areas of intercultural dialogue, the democratic management of social diversity and the promotion of social cohesion;

- To develop jointly new projects.

Based on existing experience, one can propose at least six crucial conditions that must be fulfilled from the very outset, or achieved during the process:

- Equal dignity of all participants;

- Voluntary engagement in dialogue;

- A mindset (on both sides) characterized by openness, curiosity and commitment, and the absence of a desire to "win" the dialogue;

- A readiness to look at both cultural similarities and differences;

- The ability to find a common language for understanding and respecting cultural differences.

You know, as writers, and as thinkers, better than we do: the languages we speak are an inseparable part of who we are. They are how we construct our culture – our writings, our thoughts, our world-view. They define us as individuals, but also as part of a community. We have an enormous wealth of languages in today's European Union. Learning languages, understanding other languages, builds bridges between people, between communities and cultures. Of course, speaking someone's languages doesn't mean we solve all our problems. But it is a window, a way of appreciating that another point of view, another perspective, exists. And that's an essential starting point to understanding each other better.

Improving intercultural dialogue in daily life necessarily embraces the dimension of religious beliefs and philosophical convictions: these are a vital part of how we create our individual and collective identity. Thus, the issue of inter-religious dialogue is also important for us.

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## GLOBALIZATION AND LANGUAGE

Globalization is a social process characterized by the existence of global economic, political, cultural, linguistic and environmental interconnections and flows that make the many of the currently existing borders and boundaries irrelevant.

The process of globalization acquires the greatest importance in today's world. It refers to the increased consciousness of the world as a whole and effects the world languages, which are regarded as an essential medium of developing the ability of communicating across cultures. The spread of the English language facilitates the uniformity of the world, but endangers the existed multilingualism and multiculturalism [1]. But why is it important?

According to its general definition, "language" is a body of words and the systems of their use common to a people who are of the same community or nation, the same geographical area or the same cultural tradition. Language is usually regarded as a sense substance of the culture, which contributes to its formation through vocabulary, greetings, humour, etc. It serves as an important symbol of group belongings, enabling different groups of people to know what ethnic groups they belong to and what common heritages they share. Without a language, people lose their cultural identity. In the global sense, a language is

considered as a very lifeline of globalization: "without languages, there would be no globalization and vice versa, without globalization, there would be no world languages".

Nowadays, the corporate or the most spoken second language of the world is English (hence, the world's most spoken first language is Mandarin, which is followed by Spanish and English). Its status is reinforced by the widespread term "global English", which indicates to its dominant usage. English has run rampant across the globe people want to speak English, because it is the language of advertising, blockbuster movies, and pop music, as well as a vital tool for success. Except English, no other languages dominate international business, academia, media, the Internet, and international air/sea traffic. Moreover, persons of different nationalities learn a dominant language for functioning on a global scale. The acquired status of "lingua franca" (the communicative language of the individuals of different nationalities) indicates to the increasing spread of English across Europe and other countries.

❖       About 35% of the world's mail, telexes and cables are in English.

❖       Approximately 40% of the world's radio programs are in English.

❖       English is the dominant language on the Internet [globalization].

❖       English becomes the language of science – scientific publications, international conferences, joint academic/research projects, students'/researchers' mobility or exchange programs, etc.

The spread of the English language has some negative impacts. The increased risk of uniformity endangers the disappearance of some world languages "under the shadow" of the dominant one. The acquisition of "lingua franca" at the expanse of regional and local languages (especially in the educational system, media and public life) endangers "smaller" ones. According to the experts' recent estimations, within a few generations "more than 50 percent of the estimated 7000 languages spoken in the world today may disappear". The regression of linguistic diversity is more vividly seen in South America, North East Asia and Siberia. There are some weakened languages in Europe too. The scholars are concerned with such consequences. The disappearance of some

world languages may cause the disappearance of cultures, because the language is a determining factor of the cultural identity of diverse groups and individuals. Through the language the representatives of each nation build, understand and express their emotions, intentions and values, confirm social relationships and transmit cultural expressions and practices.

This endangerment of languages can have a drastic effect on the cultures that loses their identity. Effects on language loss on cultures might include: dismay at the realization that the native language is lost; anti-social behavior as minority will desperately try to preserve their language; loss of self-esteem. Therefore, it is important for cultures to preserve their language. Despite the increase in globalization, this is possible in many ways, such as language classes, promoting the native language in homes, schools, art, promoting though a strong national identity [2].

The problem with globalization is that it considers language as a neutral and transparent element for the transfer of information. This is of course not the case. Languages are also carriers of culture and therefore are not reducible to one another. From a cultural point of view, they are all precious. Each language is worth any other language in dignity, and to say that the languages are all equal is then a tautology: all languages are languages. However, socially, they are not equal; they do not open the same doors, do not give the same outlets, and do not give access to the same careers.

Globalization therefore reinforces inequalities, particularly among languages, and this poses a direct danger for those that are not widely used or not enough influential. Should we protect them, as we protect endangered species? Or wonder about their social functions before intervening? Either way, globalization in the 21st century is a factor not to be overlooked.

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## INTERCULTURAL DIALOGUE AND THE LANGUAGE

All nation has their own language that may be understandable for other nations or not. But they have. Because the language is a feature of the nation. This is a way of communication between different members of society, ethnic groups and cultures. But in this way one person may deal with problem in understanding with another person. And also people face with necessity to deeply and thorough learning world of native speakers, their culture, mentality and way of leaving. Knowledge about social and cultural life of nation which speak certain language is inseparable component of speaking in real life. The idea is to teach people not only understanding language and also communicating. Only mix of language and knowledge about cultural life can secure creative and efficient communication [1].

Intercultural communications are going on individual and group levels. A person is the main subject of intercultural dialogue and communication on either of them. Behavior of every person determinates the norms and values of culture. Accordingly, every member of intercultural interaction has to treat his own system of rules. And this system of rules is specified in social and cultural appliance. That is why members of different cultures in the process of immediate communication should go through the language and ethnic differences.

Upbringing, education, customs, traditions, historical background and language make an orientation system that helps people to overcome successfully problems in communication.

In general, intercultural dialogue has no common definition but is mostly defined as cohabitation, connections and relationships between several cultures. The way we might make sense of interculturalism is also expressed by D. Coulby (2006). "Interculturalism is a theme, probably the major theme, which needs to inform the teaching and learning of all subjects. It is as important in medicine as in civics, in mathematics as in language teaching. Similarly, it is just as vital at university as it is in the kindergarten" [2].

Representatives of nation should have deep knowledge of different cultural symbols, for perfect understanding the language and the way of existing. The most dynamical component of intercultural competence is cultural literacy. Starting from understanding and excellent knowing of language will have its continuation in knowing of rights and rules of the country.

Nowadays, foreign languages, especially English language, becomes more and more popular. This also happens because of the integration of one country to another. And today foreign languages are used in every sphere of life: in travelling, in communication with representatives of another country, in business, in political interconnections.

The difference between languages and cultures in different countries is visible only in comparison. For example, in process of learning an English student may face with dissention in grammar rules between Ukrainian and English languages [4]. The same thing is in culture. But in another way it may not only be as dissention but as peculiarity.

The main goal of intercultural dialogue and language should be transformations in social consciousness in a way to accepting different cultures and languages, world multiplicity and protection of origin of any culture.

It is possible to determine an efficient aim for today`s educational system between students from different cultures and countries:

- provide professional foreign language education;

- promote multi-lingual and multi-cultural skills [3];
- provide with literate aspect in learning another cultural specific;
- produce a respect to foreign nations and countries singularity.

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**ADVANTAGES AND DISADVANTAGES OF THE NEW LAW "ON EDUCATION" IN UKRAINE**

Law No. 3491-d "On Education" in Ukraine enshrines social guarantees in education, democratic rules of government and public control in the field of education, and is broadly in line with our country's pro-European course. It takes into account the interests of major education stakeholders, provides opportunities for a better link between education and the labor market, and shapes new values and benchmarks for education policy.

The concept of the New Ukrainian School is first and foremost to change the approach to learning that should occur through activity (in elementary school through play) and focus on the development of competencies (including the ability to learn throughout life, initiative and entrepreneurship, active citizenship) rather than memorizing facts that are detached from real life [2].

Here it is necessary to highlight the strengths and weaknesses of the proposed draft law, namely:

Advantages:

1. Inclusive education implementation.

2. Recognition of formal, non-formal and informal education.

3. Territorial accessibility of complete general education, including support schools, creation of educational districts.

4. Profile high school (in the form of professional or academic lyceum).

5. The right of educational establishments to create educational complexes.

6. Introducing public control and supervision in education at all levels.

7. Updating of the quality assurance system in accordance with the European requirements (creation of a separate body of state authority for quality control of education, independent institution for assessment of the quality of education).

8. Ensuring openness and transparency of educational institutions.

9. Provision of public-public management of educational institutions, in particular, in the area of authority of parental associations to operate schools.

10. Implementation of the system of educational and professional qualifications, the establishment of a National Agency of Qualifications, which will link education with the professional environment.

11. Introducing the certification of teaching staff to improve the quality of teaching.

12. Compliance with academic integrity is normalized.

13. The social rights and guarantees of the recipients of education, as well as pedagogical, scientific and pedagogical workers, are fixed.

14. Declare academic and financial autonomy of educational institutions [1].

Disadvantages:

1. There is no financial support mechanism for the reforms envisaged in this project. According to the Expert Opinion of the Ministry of Education and Science of Ukraine, the implementation of the draft law requires additional funding of UAH 36 billion in 2017 and UAH 66 billion in 2018. According to the calculations of the Ministry of Finance of Ukraine, the implementation of the draft law requires 44.1 billion UAH and 55.3 billion UAH in 2017 and 2018 respectively.

2. The draft Law does not provide mechanisms for solving the problem of migration from the regions of Ukraine to students, which could threaten a catastrophic shortage of labor resources in the near future.

3. Adopting the bill will require the development of numerous by-laws and other regulations, which is likely to hinder important changes.

4. The concept of 12-year education and the timing for its implementation are not sufficient [3].

Therefore, the New Ukrainian School is a fundamentally different approach to children's education. In such school children are taught to think critically, to be able to express their opinions, to produce social values. And the overall purpose of the reform is a school where students are comfortable learning, learning to apply their knowledge and skills to life.

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## WHAT SHOULD BE A MODERN LAWYER AND WHAT SKILLS SHOULD BE DEVELOPED IN ORDER TO BE COMPETITIVE IN THE LABOR MARKET

Each of the workers in the legal profession, if he loves his job, at least once thought about what a modern lawyer should be and what skills he needs in order to compete in the labor market.

Let's look at what specific "skills" are needed for the 21st century law enforcer.

- *The ability to apply law.*

It is the understanding of law that is the basis for its application. It is simply necessary for a modern lawyer to be able to build for himself a clear structure of law as a phenomenon, interpret the rules logically correctly, adapt them to current life situations and apply them appropriately. The ability to apply the law is formed not at the moment when the next textbook or monograph is read, but when a number of norms are directly implemented in practice by the lawyer. Hence the conclusion - the sooner the lawyer begins to practice, the more experience in law enforcement he will receive.

- *Teamwork.*

Unfortunately, teamwork skills are rarely taught in modern law schools in Ukraine. More often than not, this is completely neglected. The ability to clearly understand what another member of the team needs and the skill of properly pooling resources in order to achieve the objectives will help in building the organizational structure of a law firm or lawyer association. In other words, a lawyer should have at least an elementary idea of what management and coworking are. These losses in education need to be made up independently by reading books, watching educational videos on specialized platforms and attending trainings [1].

- *Communication and psychology.*

A modern lawyer should be able to concisely and accurately express his thoughts, have his interlocutors, agree favorably on the terms of providing his own services, understand his client well and establish a clear relationship with him, directing relations in a purely business direction and pursuing specific goals. All this is in the fields of communication and psychology [3].

- *Analytics and logical thinking.*

Logical thinking contributes to the correct establishment of causal relationships and helps the lawyer in almost everything from establishing the circumstances of the case to developing a legal position and strategy for the case. Analytics, in turn, reinforces logic with already processed facts and figures. Correct analysis allows you to identify favorable and unfavorable options for the development of legal situations [2].

- *Proper use of technology.*

A modern legal specialist should be able to use applications and programs at least 70-80 percent. A lawyer should know as much as possible about the capabilities of the programs that he uses while performing everyday tasks. The better you have learned the functionality of the programs you work with, the faster you will perform work on this software.

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# EDUCATION IN NORWAY

Analyzing information on education in Norway, we can say that the country pays great attention to education and learning conditions for students. Despite the fact that free higher education is not only in Norway, it is unlikely that student will be able to get such versatile support anywhere else. It is here that the state provides various scholarships and loans for students, assistance in employment during and after graduation, and under certain conditions, even the possibility of writing off debt for education.

Moreover, international students have the opportunity to receive education in Norway on the same rights as local citizens. Which in turn attracts not only future bachelors, but also young scientists who have already received their doctorate degrees.

Higher education institutions in Norway are among the top 100 best universities in the world. Over the last 15 years, Norway has significantly strengthened its position in the international arena in the field of education and reception of international students. A citizen of any country can apply for education in Norway. During their studies, foreign students are given equal rights with Norwegians.

It is best to choose Norwegian public universities for study. There are no entrance exams. Of great importance are school grades and language skills [1].

Higher education institutions in Norway are represented by four universities, six specialized higher education colleges (colleges), two public art schools, numerous colleges and further education courses.

In Norway, a diploma of higher education is obtained both after college and after graduation. The difference is that the college is a specialized, professional higher education institution, and the university in Norway has always a research center.

The oldest is Oslo University, founded in 1811. Today, its eight faculties are attended by about 33,000 people, including 2,000 foreigners. The last three universities opened in the mid-20th century in the cities of Bergen, Tromsø and Trondheim.

Studying at the university lasts from 3,5 to 4 years. As a rule, the humanities faculties study for six months longer than the faculties of natural sciences. After graduation, all students write a diploma thesis and, no matter what specialty they study, they are required to take a philosophy exam [2].

Most Norwegian higher education institutions are completely free of charge, and this applies to international students as well. The only fee is a student fee of 30-60 euros per semester. This entitles you to various services and benefits, such as discounts on food and transportation, housing assistance and health care.

Norway's higher education system has been part of the Bologna Process since 2003. Knowledge acquisition is based on the "credits system" that students receive during their studies. The annual educational course is 60 credits. Exams are rated on a scale of "A" to "F". In addition, any student in Norway, including a foreign student, can receive a loan or scholarship from the State Educational Credit Fund. It is usually granted for 20 years and may be partially redeemed by the university during the student's studies [3].

By the way, college students are provided with a scholarship by the Norwegian government. The scholarship for international students in Norway is usually issued for three years. But if a student shows good results and the college is interested in it, the scholarship can be extended for another year.

One more interesting fact is that the curricula are becoming more interesting every year, the specializations are as close as possible to the needs of the modern world, and the ranking of Norwegian diplomas is increasing.

As we see, Norway higher education system makes available its services for foreign students and it proves that in today's world there no borders for young people who aspire to receive high quality education.

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**PROSPECTS AND YOUTH DEVELOPMENT STRATEGIES**

In any country people associate the future of their state and the prospects of population well-being with life and development of young generations and improvement of their qualitative characteristics.

Youth are the future of tomorrow. Today's generation of young people is the largest in history. Over three billion people – nearly half of the world's population – are under the age of 25 [1].

Any undertaking and/or initiative with regard to development should comprise certain elements which take into account not only the importance, but also the potential of the youth [3].

Thus, 70% of young respondents indicated that availability of goodjobs, professional employment are "very important" for them. The highestproportion of young people assessed as "very important" such values closelyrelated to economic and occupational activities as economic independence("very important" for 63% of respondents) and material well-being (77%) ranked education and knowledge as "very important" was 53%, another 38% of respondents characterized these values as "rather important", with the proportion of young women who characterized these values as "very important" more that 8 percentage points exceeding a respective figure for young men [1].

Overall, Ukrainian youth is characterized by a rather high educational level andstudy activities, although the last statement mostly refers to young people under 25. After this age the percentage of persons who study drops rather sharply and becomes very insignificant by the age of 35 [3].

The first thing to do right now is:

1) make adolescents and youth a priority!

Young people are too often excluded by decision-makers – to the detriment of youth themselves and future generations [2].

To empower young people and to enable them to become drivers of change, we must:

2) understand the conditions facing vulnerable, marginalized adolescents, using data from censuses, demographic and health surveys, and other sources;

3) bring together governments, civil society, donors, the private sector and youth-led organizations to advocate for more investment in young people as a development priority;

4) build the skills of young leaders and involve young people and youth-led organizations in policymaking and programming;

5) Support independent, effective and sustainable organizations led by young people, especially marginalized adolescents, to advocate for their human rights and development priorities.

In conclusion, I must say that the unprecedented number of adolescents living today means that this generation will largely drive the outcomes of all the Sustainable Development Goals. They will also be the ones who have to live with the results. Investing in their education, health and livelihoods, and in organizations, initiatives and partnerships led by youth, will be critical to achieving every one of these goals.

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## INTERCULTURAL DIALOGUE AND LANGUAGE

***Summary.*** This article gives us a better understanding of what intercultural dialogue is and why it is needed.

***Key words.*** international communication; intercultural dialogue; cultural difference; international language, dialogue.

On our earth, more than 7 billion people and more than 300 countries, almost every one of them has their own language. These languages have been formed for thousands of years, depending on where people live. Nearby countries such as Ukraine Russia, Belarus have similar languages, and if you try, you can understand each other. But the Ukrainian and the French, for example, would not have tried, although without the basic set of words they would not understand each other. This is the problem of intercultural dialogue.

"Dialogue" derives from the Greek term "dia-logos", widely mistranslated and wrongly understood because of a confusion between "duo" and "dia". 'Dialogue' does not mean a conversation between two people or two groups, but an acceptance, by two participants or more, that they will compare and contrast their respective arguments. One element integral to its success is the language that will be spoken, to exchange such viewpoints [1].

We need to understand that every people have their customs and traditions, their culture. We must understand and respect the traditions of other peoples, then there will be no problems with communication. The term 'intercultural dialogue' is now in wide currency and offers much hope to peace and harmony among nations. Officially inaugurated in 2008, via the Council of Europe's White Paper and promulgated by the European Union's declaration in the same year.

Cultural diversity is also an economic, social and political plus, which needs to be developed and adequately managed. On the other hand, increasing cultural diversity brings about new social and political challenges. Cultural diversity often triggers fear and rejection. Stereotyping, racism, xenophobia, intolerance, discrimination and violence can threaten peace and the very essence of local and national communities.

Dialogue between cultures, the oldest and most fundamental mode of democratic conversation, is an antidote to rejection and violence. Its objective is to enable us to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging [2].

Therefore, to understand one adopted the international language - English. English is taught in all countries. Therefore, having come to Italy, Germany, Mexico speaking English, you can find help. They speak English at all international conferences, summits, and congresses.

But this does not mean that you need to confine yourself to only one English to learn more about the spirit, culture, customs of the country you want to get to, or the friends you are talking to, even if you have a basic elementary school level. But the better you speak the country, the better. No wonder they say how many languages do you know how many times you are a person.

In a general sense, the objective of intercultural dialogue is to learn to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging. Intercultural dialogue can also be a tool for the prevention and resolution of conflicts by enhancing the respect for human rights, democracy and the rule of law. More specifically, the following goals have been outlined:

- To share visions of the world, to understand and learn from those that do not see the world with the same perspective we do;
- To identify similarities and differences between different cultural traditions and perceptions;
- To achieve a consensus that disputes should not be resolved by violence;
- To help manage cultural diversity in a democratic manner, by making the necessary adjustments to all types of existing social and political arrangements;
- To bridge the divide between those who perceive diversity as a threat and those who view it as an enrichment;
- To share best practices particularly in the areas of intercultural dialogue, the democratic management of social diversity and the promotion of social cohesion;
- To develop jointly new projects [3].

In conclusion, learning one international language helps to maintain good relations between countries, to understand each other better. Intercultural dialogue opens up opportunities such as study in other countries, rest and work.

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**TRANSLATION OF IDIOMS WITH ZOOMORPHISMS**

Today, people are increasingly using foreign languages in their lives. They learn news, they communicate with their families, they find friends over the Internet and they keep in touch with them, they travel, emigrate, they work and learn. English is an international language that must be studied. At some stage of language learning, there is an acute need to learn idioms – the language without them is too good, too dry and too weak.

The meaning of idioms in different languages can be similar or different. It can be demonstrated by examples of animal-idioms compared in English and Ukrainian. From the stand point of translation theory, idioms can be divided into those, which have equivalents in Ukrainian and those which do not [1].

Prototypes are translated idioms, which coincide in the meaning and stylistic orientation but do not agree with figurativeness [1]. For example, «to vanish in the thin air» – «як корова язиком злизала» – it means that something has disappeared without a trace; «to flog a dead horse» – «тягнути кота за хвіст» – put off something until the last moment; «don't count your chicken before they are hatched» – «не кажи гоп, доки не перестрибнеш» – it means not hurrying to draw conclusions; «it is raining cats and dogs» – «лллє як з відра» – storm; «he that sleeps with dogs must rise up with fleas» – «з яким пристаєш, такий сам стаєш»/«з ким поведешся, того й наберешся» – it means that a person takes habits from those around him.

Partial equivalents have some grammatical or lexical differences with original idioms but possess the same meaning [1]. For example, the expression: «to buy a pig in a poke» [2] means an unfavourable and unsuccessful acquisition of something that has not been carefully considered first of all. In Ukrainian, this idiom sounds like «купувати кота в мішку». And examples of idiom are many. There are also some interesting ones: «like a tired butterfly» – «як сонна муха» – be slow, be tired; «as flies to sugar» – «як мухи на мед» – be attractive, lure to yourself.

Full equivalents coincide in meaning, figurativeness, grammatical and lexical structure [1]. For example: «tired as a dog» – «втомився як собака» – very tired, exhausted; «to live cat and dog life» – «як кіт із собакою» – to be always snarling and quarreling, as cats and dogs, whose aversion to each other is intense; «as bold/brave as a lion» – «хоробрий як лев» – be brave and not be afraid of anything; «dumb as a fish» – «німий як риба» – be silent; «early bird» – «рання пташка» – wake up early in the morning; «to have butterflies in stomach» – «мати метелики в животі» [3] – it means getting nervous about something (like love or fear).

It is generally known, that a huge role of animals in life has an adequate reflection in the language. We can conclude that there are only a few ways to translate idioms. But the amount of difficulties connected with transferring semantic content of an idiom is still great [1]. Thus, the work of the interpreter is

very serious. Language is constantly evolving, new expressions are appearing. So it's impossible to learn everything. But, despite that, idioms need to be known to avoid misunderstandings.

So, when communicating in a foreign language, one has to consider the presence of idioms, their subtlety of translation and correctness, the appropriateness of applying in a given situation, feel correctly their stylistic colors. Active study of idioms is necessary for everyone who studies the language.

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**FEATURES OF THE SMS LANGUAGE**

The modern world is completely different from the world that was at least 20 years ago. Nowadays people have more opportunities to communicate with each other. There is a big variety of sources and apps we can use to talk with our friends or family even if they are far away from us. On the other hand, the problem of 21st century is that people would rather communicate online than in person. Moreover, people prefer texting instead of calling.

SMS is a short message service. The first using of SMS occurred in England, when in 1991 the Telecommunications Standards Institute (ETSI) proposed a mechanism for exchanging small blocks of text information between mobile subscriber stations [1]. Features of early messaging fostered users to use abbreviations. Text entry was really difficult and messages were limited to 160 symbols. Nowadays, we can send messages with more than 160 characters, but people still going to use different abbreviations.

At the present stage, more and more researchers are beginning to talk about the existence of a separate SMS language. A number of new forms have emerged that combine the features of spoken and written language, which, therefore, may represent uncertain and encoded language. Today, I would single out the five most dominant features of the SMS language:

- vowel deletion, for example, plz dt 4gt 2 tl hr abt d trp 2moro, gdnt. (Please don't forget to tell her about the trip tomorrow, good night).

- alphanumeric homophones, for example letters and numbers can replace syllables or numbers: to or too becomes 2; tomorrow becomes 2mro or 2moro, or 2mrw; today becomes 2day; for or fore becomes 4; before becomes b4; forget becomes 4get; [2].

- punctuation errors, as a rule, people are disregarding commas in the messages;

- phrase shortening, when letters can replace words: be becomes b; see or sea becomes c; okay becomes k or kk; are becomes r; you become u; why it becomes y; friend becomes frd; oh becomes o; and becomes n;

- affective lengthening, such as "loooool," "sooooo," "hiiiiiiii", people use it to insert extra letters to convey intensity.

Some websites are trying to provide their users with so-called SMS vocabularies. These sites propose the list of words and abbreviations used in the text messages. The most popular abbreviations in English used by youth are: HF (have fun); HAGO (have a good one); NC (no comment; NP (no problems); TCOY (take care of yourself; PLS, PLZ (please); PCL (please call me); PTMM (please tell me more); PRT (party); RSN (real soon now); XLNT (excellent); N1 (nice one); HAND (have a nice day); LMK (let me know); WERV U BIN (where

have you been?); JK (just kidding); HBTU (happy birthday to you) - happy birthday; WBR, WBW (best regards / best wishes) - best wishes and more [3].

Consequently, we live in the modernized world and I believe that SMS language would become really common thing not only among the youth. It is really comfortable to use and it is offering more privacy and allowing users to communicate without being disturbed or disturbing those around them. On the other hand, there is an issue about using SMS language not only in messages, and I fully disagree with this idea, because, to my mind, it looks a little bit strange and could have negative impact on our written skills.

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**INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION**

Today we can find any information we want to know. It can be Internet, printed editions, books and even people. There are so many information in the world! But we still don't know some things we need to have, including foreign languages. There are classes at Universities, lessons at schools, tutors and even some courses we attend to improve our language skills. But we still can't speak English fluently. Why? Because we need some practice out the lessons, courses and tutors. People think that, for example, 6 hours per week are enough to learn something. No, it's not anything like that. All people who know and speak

foreign languages can advise you at least 2 things: not be afraid to make mistakes and surround yourself with foreign languages.

I've prepared some advices to make learning foreign languages more comfortable and effective:

1. Surround yourself with English. Put yourself in English speaking environment where you can learn passively. The best way to learn is through speaking [4].

2. Practice every day. Make yourself a study plan. Decide how much time a week you are going to spend studying and stick to it. Establish a routine.

3. Practice the 4 core skills: reading, writing, speaking and listening. They all need to be worked on for you to improve.

4. Learn it with pleasure! Find the ways you like: translating songs, watching movies or reading your favorite books, whatever you want!

5. Use your body clock. If you're not a morning person, study in the afternoon.

6. Plan to take a test. You'll find that you work harder when you need to study for something.

7. Saying that, it's better not to study just to take a test. Think of the bigger picture. What can you do when you have a good command of English? How will the quality of your life improve?

8. Give yourself a long term goal. Focus on working towards it.

9. Give yourself short term goals too and reward yourself when you achieve each one.

10. Create an atmosphere in which you want to learn, not because you have to. You'll learn more when you're learning because you want to.

11. Use New technologies to learn. For example, download an app on your phone for learning new words every day and checking it. Or special sites to connect with native speakers and practice.

12. Expand your interests. There can be a lot of topics to discuss with someone.

13. The easiest one - Sleep! You'll learn more after a good night's sleep. You'll be able to concentrate more.

14. Once you have a basic level of English explore the different ways you can say the same thing. This makes your English more interesting to the listener and it shouldn't be too difficult for you because you already know the basics. For example, how many ways can we say, 'Goodbye' in English? [1].

Using modern information technologies is really the most comfortable way to learn something. Remember even sites "Duolingo" or "Lingualeo". Undoubtedly, the most popular sites to learn the basics of languages even for children [2]. But to make the process of improving skills and getting new knowledge the program "SkyEng" is amazing too. This site gives us different videos on YouTube, movie clippings, songs with detailed parsing of words, grammar and idioms. Or site of TED – Ideas worth spreading [3]. And there are so many others sites. Just wish it!

Of course, you have opportunities and its right in front of you. You just have to make your goal. And then just come and do it!

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**ACADEMIC MOBILITY: STUDYING IN THE UK AFTER BREXIT**

In modern conditions of modernization and globalization of education, when education and knowledge become transboundary and transnational

phenomenon, active international cooperation in the field of education and science of our country with other countries becomes especially important, which allows to create a single European educational space - the zone of "European Higher Education". International academic mobility is regarded as an important component of the process of integration of higher education institutions into the international educational space [1].

Today, one of the most effective models of academic mobility is the European Union's "Erasmus+" educational program. This program aims to enhance international cooperation and increase mobility among students, teachers, academics at European universities and higher education institutions of third countries on all continents. However, the practice of engaging in international student exchange through the "Erasmus+" program in higher education institutions of Ukraine is only just beginning to be actively implemented and the possibility of such cooperation depends on the higher education institution (preference is given to universities with the status of national and research higher education institutions) [2].

The youth of Ukraine is seeking higher education abroad. Every year, the number of Ukrainians who want to study at Western universities is increasing. The UK is one of the most popular countries for Ukrainian students to go to higher education. Some even manage to find a career in England after graduation. Higher education in the UK is qualitative, promising and prestigious. The quality of British higher education standards speaks for itself, as every year British universities occupy a leading position in the world rankings of higher education institutions. But what will happen after the country left the European Union? What risks for European cooperation will arise in the field of education and science?

The biggest concerns are about the Erasmus program, the EU's non-profit student and teacher exchange program between universities in the EU and the eurozone. So far, more than 50% of British students studying abroad have taken advantage of this program. Britain remains in Erasmus until the end of 2020, but

whether it will continue to participate in the program remains a subject of negotiations.

Earlier, the British government said that in case of loss of access to Erasmus will launch its own student exchange program. In addition, Boris Johnson announced the introduction of a new type of work visa for foreign graduates of British universities - it will work for those who begin training in 2020. Now almost 500 thousand foreign students study at the universities of the Foggy Albion, but the British government wants to increase their number to 600 thousand in 2030. Johnson also said that he wants to make Britain "a super magnet for talented scientists" and announced that from February 20 2020 for them will enter into force a new accelerated procedure for obtaining work visas.

In addition, participation in other programs is positive for our country in the development of international academic mobility. For example, the EU Tempus program [3].

So, at the expense of academic mobility, it can be said that the majority of Ukrainian students want to study abroad. When Ukraine becomes a member of the EU, it will become a permanent phenomenon. Thus, in the course of the study, the following conclusions can be drawn:

1) there are many exchange programs for students, teachers, all you need to do is know a foreign language and fill out an application;

2) The UK is the largest student hub, many European students worried about Brexit, but in 2020 it remains a member of Erasmus.

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## THE ROLE OF A FOREIGN LANGUAGE IN THE PROFESSIONAL ACTIVITY OF A SPECIALIST IN INTERNATIONAL BUSINESS

International foreign language communication has become an essential component of professional activity of specialists. Thus, being an indispensable component of general education, foreign language is an integral part of a qualitative vocational education [1].

Language lies at the heart of international business activities, yet language as a key construct in the field of IB has not been sufficiently articulated or theorized. Language presents itself in forms such as national, corporate, technical or electronic, Understanding the complex interplay between the multiple facets of language and how they affect day-to-day operations is becoming increasingly critical to global business effectiveness [2].

Language is a necessary constituent of ongoing sequences of decisions and resource commitments that characterize day-to-day organizational life. Such decision making draws on extensive discussion and debate that is framed, formulated and articulated in language developed and, to a certain extent, shared by corporate, functional and other in-group users. As firms internationalize and enter new markets, whether as "born globals" or more traditionally, they must navigate across countless language boundaries including national languages. Operating internationally means having to interact with trans-continental intermediaries, distinct government agencies and foreign institutions, which reside in different language environments. Yet language as a key construct in the field of IB has not been sufficiently articulated or theorized to reflect the

particularity of the field. Forms of language such as national, corporate, technical or electronic, its functions in terms of defining hierarchies, exercising power or facilitating integration, as well as its features such as the use of mixed syntax or gender-marking are emerging as critical phenomena for global business [3].

As a result, it is important to say that knowledge of foreign languages is important in the professional activity of a specialist in international business, because in order to work in foreign markets you need to understand the people you work with, and to find an individual approach to all affairs, because without knowledge of the language it is difficult to conduct what are the things.

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## INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION

The advent of 21st century has brought in various technological

advancements across different sectors. This trend has revolutionized the way information was used to be communicated. The effect is particularly visible in the academic setting where educators and students are no more bound by time and space. With these availability of current innovative tools students can now learn in a more time-efficient manner than ever. Tools for teaching and learning, parent-teacher communication apps, lesson planning software, home-tutoring websites, revision blogs, SEN education information, professional development qualifications and–many other resources are available today for those who are involved in educational process.

The main aim of all these tools is to encourage students in their study, to make their results better than with traditional system of education, to make the process of learning new information more exciting and not boring for students. It is important to use modern devices and software at schools, universities, even in the kindergartens. Moreover, there are lots of programs which can solve this problem and become part of the educational program. For example:

- **Google Classroom**

This Google service allows teachers to organize their class. It works pretty simply; the teacher creates a class and invites students to join by sending them an invitation via Gmail. The students then join the class and they have instant access to all the materials that the teacher provides. Moreover, the teacher is able to create quizzes, assign essays, tests, even create a class calendar with important dates, so students could always stay updated, etc. In a word, this tool is a virtual classroom that's always open [1]. This service really works well. We often use it on our classes and we have better results than earlier, because we can communicate with teacher everywhere and all time.

- **Buncee**

Buncee is a creation and presentation tool which supports educators as they foster the 4 Cs of learning in students: critical thinking, communication, collaboration, and creativity. Some of Buncee's many features include over 10k student friendly graphics designed by their team to help make learning fun, the ability to record

audio and video directly into a Buncee, integration with YouTube and Pixabay images and much more. Students are able to engage and immerse themselves in what they are learning, be more engaged with the material, and therefore improve their comprehension. Buncee can be used to develop future-ready skills in students of all abilities. Students from as young as six and seven years old are using Buncee to create multimedia presentations which demonstrate learning acquisition, critical thinking and creativity, while also communicating stories [2].

- **Go Noodle**

Go Noodle gamifies movement and exercise, getting kids out of their seats and allowing them to be energetic, playful and active - with a touch of silliness mixed in just for good measure [2].

It is worth mentioning that those countries which use these and many others tools now have perfect results in education. For instance, Singapore. It is a developed country with advanced hardware and software facilities. They use new technologies in education and a lot of inventions are discovered in this country by their bright students. Moreover, Singapore takes the first place in a world ranking of secondary school [3]. Unfortunately, Ukraine takes only the 38-th place in this rank. That is why we need to change our system of education. We should admit that our country is economically weak yet but, if we invest in education today, our students will help Ukraine overcome its problems and make it prosperous.

So, with the digital era taking over, it is important to include digital and online tools into the learning process. Students rely on smart devices and Internet more than on conventional learning methods. Keeping up with this trend is what allows the teacher to better understand students and their needs. Additionally, these tools make the learning process more interactive and allow easier flow of information.

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**INTERNATIONAL EDUCATION, PROSPECTS AND YOUTH DEVELOPMENT STRATEGIES**

Nowadays there are a great number of young people, among who we can see students, doctoral candidates and even young assistants, who choose rather international education than our domestic one. It becomes more and more popular, so everyone, who wants to make a name for himself, starts to think about getting a degree in another country.

A lot of different organizations, which deal with the issue of studying abroad, are established today. Among them especially huge role is assigned to NAFSA: Association of International Educators. It is the world's largest association dedicated to international education and exchange. As the NAFSA says, they advance learning and scholarship, they build understanding and respect among different peoples and, as their biggest advantage: they enhance constructive leadership in the global community [1]. Besides that, NAFSA encourages and facilitates the discussion of issues concerning internationalization among international higher education associations, organizations, and NAFSA members themselves.

Talking about youth development strategies, we cannot omit such organization as UNESCO which should take the first place in educational issues.

It has introduced such necessary program for youth as Education for Sustainable Development (ESD). In particular, ESD will be guided with Global Action Programme (GAP), also created by UNESCO. It calls for the transformation of education and training environments. This transformation can be interpreted in terms of changes in learning environments brought about by the inclusion of ESD in education and training initiatives. This includes the integration of learning-led change found in whole-school and university approaches that emphasize inclusive school or university governance, pedagogy and sustainable campus management, as well as cooperation with partners and broader communities. These approaches are changing learning environments in significant ways [2].

In addition, obtaining universal education is a priority for the United Nations system. In 1995 governments committed to the World Programme of Action for Youth and identified education among its 15 priorities. In doing so, they highlighted the need for 'improving the level of basic education, skill training and literacy among all youth, including young women and youth in distressed circumstances.' [4]. At the World Education Forum (Dakar, Senegal, 2000), 164 governments pledged to achieve "Education for All" (EFA) by launching a world movement to meet the basic learning needs of all children, youth and adults. Participants at the Forum identified six goals to be met by 2015, with young people being the focus of Goal 3: 'Promote learning and life skills for young people and adults'. And now we can see the prospects: all children, students and even lecturers have the opportunity to travel, to teach and to be in training in behalf of their self-development.

Overall, every person needs and wants to be educated in the twenty-first century. There is a variety of organizations which regulate the educational opportunities. More than ever, it is now time to improve the research, policies and programs in order to create an enabling and rights-based environment where youth prosper, exercise rights, regain hope and a sense of community, and engage as responsible social actors and innovators [3]. That is why the whole world appreciates a position of everybody and erases the borders between countries to give an access to the knowledge for those who really need it.

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**IMPORTANCE OF STUDENT EXCHANGE PROGRAMS FOR UKRAINIAN PARTICIPANT**

Globalization is the process that has been transforming our modern world and bringing millions of opportunities in our hands. Due to the reformation of established world rules, globalization blurs borders and it has become quite effortless to move to other parts of the world as a result studying abroad has become enormously popular. According to the statistics by the UNICEF «UKRAINIAN MIGRATION PROFILES», Ukrainian citizens studying full-time in foreign universities, conducted by the analytical centre CEDOS (covering 34 countries), in the 2013/2014 academic year, 47,724 citizens of Ukraine were studying abroad. The majority of them were studying in Poland (15,000), Germany (9,000), Russia (6,000), Canada (2,000), Czech Republic (2,000), Italy (1,900), the USA (1,500), Spain (1,400), France (1,300), and the UK (1,000). In fact, the people belonging to the age group 18-30 hold a substantial share among

the total number of migrants. Apparently, this age group embraces the maximum number of students. These statistics indicate a strong desire for all those yearnings to study abroad. With a view of catering this need, numerous colleges have started offering student exchange programs [2].

Getting higher education in Kyiv does not mean that the geography of your education is limited to the borders of Ukraine. There is a real chance for a semester or even a whole year to study in other countries as part of international student exchange programs between universities.

So, what are these student exchange programs? Liaisons of indigenous and foreign university/college/institutes are established in order to lay down a specific set of rules for the program. Under this, the students can study in foreign universities or colleges for a specific time period with the help of their home institute.

Candidates who study in foreign institutes of high eminence are at an advantage. As the most emerging industries have intense competition, having something extra adds to the person's credentials. For students who want to join industries of these sorts, student exchange programs are opportunities for anyone, considering different budget possibilities. This program is a key which can unlock many career avenues. By exposing the students to new cultures and social settings, the students get to enhance their social perspective. There is a renowned term, Culture Shock. This happens when all of a sudden a person belonging to a particular ethnicity/nation gets acquainted with a very contrasting environment. As each and every academic domain is in some way or another interwoven with global, one is very likely to get culture shock. Here, under this program, the students get an insight into how other country works and what features are embedded in their culture. In addition to that, the exchange of ideologies and thoughts helps in empathizing with others [1].

Countries and student exchange programs

All European countries are participants in the international student exchange. The Erasmus program is operating in the European Union, with Germany, Spain and France taking the first place in terms of the number of

students admitted annually. Funding is provided by the European Union and the university from which the student arrived.

Many students study exchange in Germany with the support of DAAD (German Academic Exchange Service). The organization provides financial support.

AIESEC is an international European student organization that helps everyone to find an internship abroad. Its members are thousands of universities around the world. Those wishing to become exchange students in Japan can rely on scholarships from the Japanese government. For detailed information and applying for participation, contact the Japanese Embassy. In the USA, to study for exchange, you can become a member of the Global UGRAD program [3].

Documents that are often required to participate in the exchange program:

- Student ID

- Proof of study at an accredited university (plus certificate of achievement)

- Certificate of passing an examination for knowledge of a certain foreign language (according to international standards)

- Health certificate

- Visa for the host country [1].

As a conclusion, the impact of globalization on culture and educational system has a major concern. Effective education systems are the foundation of opportunities to lead a decent life. Ensuring that students have access to any sort of education is essential public sector function for countries at all income level. Nowadays plenty of educational programs are available that no excuses are acceptable in modern world of high rivalry. They facilitate sharing of knowledge, skills, and intellectual assets that are necessary for every student that is going to be builder of new Ukrainian statehood.

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**THE IMPACT OF YOUTH ON LANGUAGE POLICY-MAKING: THE INTERACTION OF GENERATIONS**

Language and society are inextricably linked, and constitute an organic whole. In their work, P. Miller and L. Hoogstra write that language plays a privileged role in the processes of linguistic socialization because of its universality and strength [4]. Linguistic socialization is an integral part of modern life in society. In nowadays world every person reveals its own linguistic preferences, which, in turn, indicate the cultural development of a given linguistic personality that belongs to some age-group (young or old generation), and are one of the factors determining the contribution of such groups to the development of language policy.

Language policy has been defined in a number of ways. According to Kaplan and Baldauf, "A language policy is a body of ideas, laws, regulations, rules and practices intended to achieve the planned language change in the societies, group or system" [2, p. XI]. Lo Bianco defines the field as "a situated activity, whose specific history and local circumstances influence what is regarded as a language problem, and whose political dynamics determine which

language problems are given policy treatment" [1, p. 152]. McCarty (2011) defines language policy as "a complex sociocultural process [and as] modes of human interaction, negotiation, and production mediated by relations of power. The 'policy' in these processes resides in their language-regulating power" [3] . As it flows from the last definition, language policy is a result of human cooperation, negotiation that constitutes an essential part of language socialization of age-groups and generations. Such socialization is a drive force for language policy.

The liberalization of modern speech, its obvious democratism have a significant impact on language policy. The freedom and emancipation of the language entail the loosening of linguistic norms, the growth of linguistic variability. Speech sloppiness, adherence to clichés, the desire to cover up the banality of thought with "prestigious" words and phrases are found in numerous statements heard on radio waves and from television screens, and, of course, from young people in various fields of their interaction. The huge role of the surrounding linguistic reality in the formation of the language policy of modern youth is obvious. Hereby, the Ukrainian Language Institute noted that the Ukrainian language is constantly updated with new vocabulary [5]. Researchers believe that 1-1.5 thousand words with new forms or meanings appear in linguistic communication over the year. For example, the word "діджиталізація" ("digitalization") that came to the Ukrainian language from English, became an official direction for governmental structures in Ukraine in 2019.

On the other hand, an equally important factor that forms linguistic preferences that affect policy-making is the existence of so-called linguistic authorities. They represent another age-group – more experienced people who have already achieved success in the field of their activity and youth intercepts their language preferences.  For example, an authoritative environment may be constituted of representatives of culture, art, literature, i.e. spokesmen for the exemplary language. Authority may be conscious or unconscious, but it is always specific. Intonation, stress, word form, syntactic construction or even the manner of conversation, gestures, and facial expressions can be adopted from such

environment. Young people do not just passively use an existing language; they create or try to create their own special language on the base of authoritative language forms.

Language preferences have a great practical impact on various spheres of human life, including access to education, employment, health services, social security and participation in society as a whole. That's why many governments and countries implement such new language preferences to their laws and rules. If they do not, they have a risk to face with unbalanced and unfair language laws and policies, which can be destructive for every age-group of society and social cohesion.

So, youth impacts language policy-making with the help of creation of new language preferences and modification of the existing forms of language models. States and countries consider the changes in language and therefore, they are pursuing a language policy in the light of new language preferences.

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**PROJECT'S METHOD AS A MEANS OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE.**

I am a third year student majoring on Appraiser. English in my profession is required in order to cooperate with various foreign companies or clients. In my opinion, this topic is very relevant, because integration has become especially important at the present stage of Ukraine to Europe and requires the study and practical application of foreign languages. I am convinced that it should not just be learned as any language, but be able to communicate freely. That is, to form an individual in a foreign language communicative competence, which is the basis on a communicative approach to the study of foreign languages.

To my mind one of the most interesting and popular method that our teachers often use is method of project. Project's method is one of the most pressing contemporary technologies in teaching foreign languages. It combines the elements of problem-based learning and collaborative learning that allows achieving the highest level of mastery of any subject, and foreign language in particular. Project method forms students' communication skills, culture, communication, the ability concisely and audibly formulate thoughts, be tolerant to the opinion of partners in communication and develops the ability to extract information from a variety of sources, to process it with the help of modern technologies [2].

In one of the articles I read that the main purpose of the use of this innovative approach is the ability to effectively master students' foreign communicative competence. It includes the following concepts:

- verbal competence is creating an opportunity of manifestation of communicative skills in all forms: listening, speaking, writing, reading, translation within a specific topic;

- socio-cultural competence is the formation of ideas about the social and cultural specificity of the target language;

- linguistic competence is students' acquisition of lexical units relating to the topic as a necessary basis for registration of speaking abilities;

- educational and cognitive competence is the improvement of educational activity on mastering of foreign languages;

- compensatory competence is formation of skills of overcoming difficult situations in a shortage of linguistic resources [1].

There are two basic approaches for implementing the project method. According to the historically older approach, the students take two steps: initially, they are taught in a systematic course of study certain skills and facts, then they apply these skills and knowledge, creatively and self-directed to suitable projects. According to the second approach, the instruction by the teacher does not precede the project but is integrated in it. In other words, the students first choose the project, then they discuss what they need to know for solving the problem and learn the required techniques and concepts [4].

In my opinion, both methods can be effective. But everyone execute the chosen project by themselves. In both approaches, time for reflection should be provided during all phases of project learning, giving us the opportunity to evaluate our progress and knowledge.

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## THE FEATURES OF TRANSLATION DIPLOMATIC TERMS

Diplomatic translation is carried out within diplomatic missions, embassies or consulates. However, diplomatic translation has its own rules and peculiarities [2]. Being carried out at embassies, consulates and diplomatic missions, it requires not only perfect knowledge terminology, diplomatic tact, deep knowledge of events taking place in the international sphere and political, economic and social spheres of their own country, but also of special methods and professional techniques.

Events in the world cause the emergence of a new special vocabulary, including terminology. The terminology of any field that may be touched by diplomacy (culture, economy, international business or politics) is constantly being enriched. Today, in the language of diplomacy, key terms such as superpowers, blocks, polarization are losing their ground. Particular importance is given to new terms that denote new realities and problems in international life, such as ethnic cleansing, money laundering, free trade zona [1].

The basic stages of translating a term are: understanding its meaning, which first requires understanding the context and translating it into Ukrainian. In order to find the exact equivalent of the term as soon as possible, there are some methods and procedures in place. The study allowed to identify the following basic methods: a) preliminary familiarization with the text; b) compiling the necessary glossary; c) additional familiarity with the phenomenon about which it is said; d) study of key terms; e) compliance with the formalities when drawing up the document, etc. [1].

The main problem when translating diplomatic terms is abbreviations, phrases and, to a lesser extent, non-assimilated borrowing terms. However, there are other issues that should be addressed [1].

In the course of this study, we have identified the main groups of terms and other linguistic units that, when translated into Ukrainian, may cause some difficulty:

1. Terms that have two synonymous translation options: preliminary - попередній and прелімінарний, *preamble – преамбула* або *вступна частина*, *ratification - ратифікація* або *підтвердження* [1].

2. Archaisms characterized by the style of English diplomatic documents and not always reproduced in the Ukrainian version, since Ukrainian diplomatic documents do not require such a high style: *forthwith - одразу*, *inquire - з 'ясувати* [1].

3. A large number of acronyms, acronyms, initial abbreviations, which must first be deciphered. They convey geographical names, names of geopolitical organizations, political one's parties, etc. *UNESCO - ЮНЕСКО*, *Interpol - Інтерпол* [1].

4. Latinism and Gallicism, forming one expression without the use of the English term, require detailed clarification. Most often, they are translated using a descriptive equivalent: *charge d'affairs ad interim - the counselor or secretary of an embassy or legation who automatically assumes a charge of a diplomatic mission in the temporary absence of an ambassador or minister - тимчасовий повірений у справах* [1].

In conclusion, we can say that translation diplomatic terms are a really hard and long term work but diplomatic translation is a great moral reward, as each translator feels that he or she is making his or her own contribution to history.

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## THE IMPACT OF CULTURE ON GLOBAL BUSINESS

Globalisation has completely transformed the way the world does business, especially now that people from different professional cultures now regularly meet each other.

Though diversity is one of the most valuable things to have in a business, it can also present challenges when there are people from multiple cultural backgrounds in the same office.

Culture is the ideas, customs, and social behaviour of a particular person or society. But how does culture affect international business?

In a business context, culture relates to what behaviour is common and accepted professionally in one location, compared to another. What may be acceptable business practice in one country, may be very different from the approach that is used by businesses overseas. Therefore, recognising how culture can affect international business is something that should be understood in order to avoid misunderstandings between colleagues and clients, and also to make sure that businesses are presenting themselves to their new market in the best way they can [3].

Multinational and cross-cultural teams are likewise becoming ever more common, meaning businesses can benefit from an increasingly diverse knowledge base and new, insightful approaches to business problems. However, along with the benefits of insight and expertise, global organizations also face potential stumbling blocks when it comes to culture and international business [1].

While there are a number of ways to define culture, put simply it is a set of common and accepted norms shared by a society. But in an international business context, what is common and accepted for a professional from one country, could be very different for a colleague from overseas. Recognizing and

understanding how culture affects international business in three core areas: communication, etiquette, and organizational hierarchy can help you to avoid misunderstandings with colleagues and clients from abroad and excel in a globalized business environment [1].

*Some of the ways that business is affected by having colleagues from all over the world [2].*

Negotiations: People from different places can have varying approaches to negotiations and discussions to resolve problems. For example, some cultures find it more appropriate to be direct and get straight to the point about what they need, whereas others prefer to treat the subject more delicately. The first person could come across as rude and confrontational, whereas the second person could seem overly cautious and evasive.

This is one of the reasons why agendas are very important for any meeting: agreeing on what you'll talk about beforehand means that no topics will be missed and everyone will know what to expect from the conversation.

Organisational culture: Business is done differently in different parts of the world, with varying levels of emphasis put on things like dress codes, time-keeping, and hierarchy.

In some offices, colleagues will refer to each other informally, wear jeans, and take lots of breaks; in others, everyone will use titles, wear suits, and take care to be punctual or even early.

Neither of these approaches are inherently better than the other; they are simply different. It's important to research typical company cultures and the values that inform them before meeting or visiting people from other countries so that you won't be surprised by attitudes that don't fully make sense to you [2].

Time differences: Being aware of different time zones is crucial if you are dealing with international customers and colleagues. What seems like a reasonable time to you could be very early or very late for them, so you will have to compromise on meetings and telephone calls.

As mentioned above, there are a range of approaches to timekeeping as well – some places don't expect their employees to take calls out of hours,

whereas others will [2].

Consider installing an application on your computer or smartphone where you can see what time it is in different parts of the world. This will help you to communicate at more appropriate times.

Solutions: The main way to solve all of these difficulties is to focus on having an open mind, avoid taking another person's behaviour personally, and keep in mind that physical location can have a big impact on business.

Always try to see things from the other person's point of view rather than jumping to negative assumptions. This can do a lot to avoid unnecessary conflict and tension [2].

Consequently, in a globalised economy, cultural sensitivity is essential. As more companies grow, and the global marketplace becomes more accessible for small businesses, multinational and cross-cultural teams are becoming more common. This means that it is crucial, now more than ever, for businesses to understand the culture of their foreign market if they wish to succeed internationally.

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# INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION

In this article I would like to discuss the new technologies in education. I am glad to share 5 amazing novelties with you.

Of course, there are more methods and abilities to teach students but I chose the most interesting. Our teachers and schools stand aside when we are talking about mobile, computer and VR technologies. They think that it's better to teach children with the help of boring USSR system such as punishing, shouting and "encouraging" with bad marks. Luckily, today we have new point of view thanks to psychologists.

So you can hardly meet this "old dinosaur" anywhere. It's pleasant when you see new ways of teaching at your school or university. From this moment you realize that education has changed. Well, I also will be happy if my article helps somebody to change his point of view.

First of all, I would like to introduce you some tech novelties for 2020. There is no secret that today our lives depend on social media, Internet and phones. Without them we can't realize ourselves. We have our job in phone, our private life and our friends in pixel world. So education isn't an exception.

**Nudge tech** breaks into modern education rapidly. Nudge means pushing somebody. It's great assemblage of clouds, mobiles and data and all together they provide interaction and communication with students and teachers.

**Wireless presentation technologies**. These technologies help users to show and share their materials right on the board without projectors. It's better and more comfortable for students and teachers because they don't need to carry projectors with themselves.

**Learning with AR and VR system.** So now you can't only play immersive online games using VR glasses but you can learn something useful. Virtual reality gives false perception of reality, while AR system is providing a deep view of the picture. If teacher collaborates these two systems students will learn from different sides.

**Gamification.** It's not a secret that children like to play games. So why not to combine games and education? Well, it's done already. Statistics says that performance has already been increased by using this way of education. Gamification encourages students to be more active and to gain their marks every time.

**Flipped Classrooms.** We are used to do our homework at home and it's logical, but this method of education provides us a new point of view. Students go through their study material at home and do their homework in classrooms. With this method teachers are aimed to involve students into education.

So education is changing every minute. And so we do. Now we don't have to visit libraries or ask parents so that they help us to do our assignment. We have phones and gigabytes of information inside of them. I think it's great that education involves such good and modern technologies to encourage and inspire children to do their best and change their lives.

**Conclusions.** More and more teachers are trying to involve technologies in their way of teaching. They can use virtual classes or they can practice flipped classrooms. They can encourage students by using nudge and support them without even being nearby. On the other hand, students can introduce their projects using wireless presentation technologies. They even can do their assignment anywhere and send the results to teachers.

So with these technologies both sides are interested in work and try to achieve the best results.

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## USE OF INNOVATIVE LEARNING TOOLS

The article provides innovative approaches of learning that will allow mentors, coaches and teachers to activate the cognitive activity of their students and participants. The essay presents the tool of implementing the latest types of training, which are used in the process of teaching various disciplines at university.

The world we live now has been changed dramatically for the last 30 years. Modern society and scientific-technological progress are challenging modern enterprises and businesses to turn into advanced developing systems that require specific skill and knowledge from the staff.

It may cause some additional demands to modern employers and top management as well! The solution to these issues depends on the teaching staff, curriculum, overall content and technology of preparing future specialists at colleges, universities. The use of innovative technologies in disciplines allows you to focus on the right content and training tools in accordance with the modern requirements of production and the chosen specialty [1].

The word "teacher" transforms into much more complex meaning – "mentor". Mentor must be competent to know the latest advances in education and technology, and be able to share it with his/her students and stimulate all the participants to ask the questions and widen the horizons. This must be the person who manages the whole studying process, forming the groups for projects, brainstorms, developing students' right course of action, taking into account the

psychological and pedagogical features and sometimes even personal needs of each student or participant in the class [2].

To organize a class and process itself is a key for mentor. The most common form is considered to work in small groups consisting of 6–9 participants in a class. Each group gets the cases that they have to solve. Practical work before the theory helps to understand students the nature of processes. Tasks are made for 12–15 minutes; each student must thoroughly understand the solution of this case [3].

The illustrative material as well as creating problematic situations must be used during the sessions to help students visibly see the topic of their study. Watching TEDx, YouTube channels, playing Kahoot during the classes have already become a trend number one in worldwide education all around the world. Creating the emotional background of learning and individualizing educational process by inviting successful guests (parents) to lead the lecture for the students sharing the story of their start-ups and achievements might be an outstanding idea.

Education is a gift and gift cannot be primitive! That is why learning process has no chance remain the same, as it was 30 or 50 years ago and modern teachers – mentors do all their best to make study useful, relevant and practical for the learners. Human factor is a key.

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## ACADEMIC MOBILITY AS A HUGE OPPORTUNITY FOR UKRAINIAN STUDENTS

Rapid implementation of modern technologies, expanding of the information space and development of the channels of communication demand perfect knowledge about the functioning of the world community from the Ukrainian students. As we know, education in Ukraine quite often does not live up the expectations of young ambitious people, but not everyone can afford to study abroad. Do we have a solution of this problem? Of course, we do, because today every well-educated and diligent student has a chance to use at least one of the academic mobility programs.

First of all, we must define the concept «academic mobility». Academic mobility – moving someone pertaining to education for a certain (usually up to one year) period to another educational institution (in the home country or abroad) for studying, teaching or research [1]. So, being a participant of such a program could give you a valuable experience of studying abroad. For Ukrainian students in particular, it is useful to visit a foreign country for many reasons. Firstly, overseas colleagues could help them to find a job abroad. Secondly, Ukrainian students will have a great opportunity to advance a language level. Thirdly, this option is perfect for those young people, who want to be the most competitive in the labor market. Employers will not be able to refuse a person with acquired professional skills, advanced knowledge of several foreign languages, double diploma and most importantly – wide outlook. That is why a student exchange program can help anyone to become a competitive specialist. Today academic mobility of students in the world has systematic nature, organized at the level of state policy; in Ukraine, unfortunately, it is individual and spontaneous phenomenon [2]. It is connected with economic and cultural problems in the development of our country. However, many Ukrainian students,

returning to their motherland, use the knowledge they have got abroad to elevate Ukraine's prestige on the international stage. Here we have another possibility for a young person - to live and work in the native country. In addition to intellectual ability, you will gain new character traits, such as psychological firmness, sociability, self-confidence, flexibility and so on.

But any serious investment in successful future demands hard work and sacrifice. What does it mean? In order to participate in the program, you need to be a full-time student, have "good" and "excellent" grades and apply for competitive selection of students for academic mobility programs [3]. So, before going abroad you are to practice and improve your language skills, learn a lot of information and facts about the country you will study in and deepen your knowledge on the chosen specialty. In addition, it is important to know the laws, traditions and culture of the country. All this must be taken into account in order to feel more confident abroad, to know your duties and rights. Moreover, you should master the program of the host institution, pass the session, after which you will receive an academic certificate with grades on the subjects you have passed [4]. The thought of the complexity of all of the above may disappoint and doubt many students. But those who do not consider all the difficulties, thinking only about the prospects after graduation, eventually win. As a result, these people are considered upper-class specialists. That`s why, they are paid higher salaries, have decent living and working conditions.

To sum up, academic mobility is a choice of visionary young people who want to be truly competitive and intellectually advanced after getting a degree. For them, a diploma is not just a piece of paper, but an important document that attests to their professionalism and experience. For Ukrainian students, such an opportunity could be a chance for a happy life and career both in Ukraine and abroad.

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## INTERCULTURAL DIALOGUE AND LANGUAGE

'Dialogue' derives from the Greek term "dia logos", widely mistranslated and wrongly understood because of a confusion between "duo" and "dia". 'Dialogue' does not mean a conversation between two people or two groups, but an acceptance, by two participants or more, that they will compare and contrast their respective arguments. One element integral to its success is the language that will be spoken, to exchange such viewpoints [1].

Our cultural environment is changing quickly and becoming more and more diversified. Cultural diversity is an essential condition of human society, brought about by cross-border migration, the claim of national and other minorities to a distinct cultural identity, the cultural effects of globalization, the growing interdependence between all world regions and the advances of information and communication media. More and more individuals are living in a "multicultural" normality and have to manage their own multiple cultural affiliations.

Cultural diversity is also an economic, social and political plus, which needs to be developed and adequately managed. On the other hand, increasing cultural diversity brings about new social and political challenges. Cultural diversity often triggers fear and rejection. Stereotyping, racism, xenophobia, intolerance, discrimination and violence can threaten peace and the very essence of local and national communities.

Dialogue between cultures, the oldest and most fundamental mode of democratic conversation, is an antidote to rejection and violence. Its objective is to enable us to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging.

In political parlance, the term "intercultural dialogue" is still only loosely defined [2].

Objectives and conditions

In a general sense, the objective of intercultural dialogue is to learn to live together peacefully and constructively in a multicultural world and to develop a sense of community and belonging. Intercultural dialogue can also be a tool for the prevention and resolution of conflicts by enhancing the respect for human rights, democracy and the rule of law. More specifically, the following goals have been outlined:

• To share visions of the world, to understand and learn from those that do not see the world with the same perspective we do;

• To identify similarities and differences between different cultural traditions and perceptions;

• To achieve a consensus that disputes should not be resolved by violence;

• To help manage cultural diversity in a democratic manner, by making the necessary adjustments to all types of existing social and political arrangements;

• To bridge the divide between those who perceive diversity as a threat and those who view it as an enrichment;

• To share best practices particularly in the areas of intercultural dialogue, the democratic management of social diversity and the promotion of social cohesion;

• To develop jointly new projects [3].

To me, this is an example that illustrates how sometimes, in order to conduct a fruitful intercultural dialogue, a common international language should not be the default position. Oftentimes it is not possible to have an interpreter at hand. But we must make an effort and be mindful of all the participants' linguistic needs. We can show our interest and awareness by simply asking: "How would you say this in your language?", or "How does it feel to you when you say it in your language?", "Could you try to explain?" The answer might involve a story and it might trigger a different exchange that can help bring us closer to understanding each other's reality.

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**PECULIARITIES OF TRANSLATION OF DIFFERENT TONES OF MODALITY**

The phenomenon of modality is in the focus of many modern researchers. According to F. Palmer's survey, the term "modality" is concerned with the status

of the proposition that describes the event [6, p. 45]. A. Downing and P. Locke understood "modality" as a semantic category which covers such notions as possibility, probability, necessity, volition, obligation. and permission [3, p. 382].

The Ukrainian researcher O. I. Ivanova identifies "modality" in the wide sense as a lexical-grammatical sphere. In the narrow sense, the concept was defined as a grammatical category. The category of modality is one of the language universals, which is reflected in various levels of language (morphological, syntactic, intonation, textual) [5, p. 95].

There are several approaches of analysis of the features of translation of modality. The first approach is related to the ideas of A. Darmesteter [2]. The translator is forced to change the "point of view" (subjective modality) when translating, since the extralinguistic factors must be taken into account. It is impossible to perform a way of mechanical transferring from one language to another.

The second approach (influenced by ideas of V. Humboldt [4]) performs that the translator has to choose between the author`s intentions or change the text according the recipient of another culture. This approach is widely reflected in the modern translation and interpreting studies.

The main difficulty of the translation of different tones of modality is the multifunctional nature of this phenomenon. It is not always possible to reflect the expressive meaning of the modal word at the process of translation.

The main ways of translation of modality are: the use of modal verbs, modal phrases, indirect cases, as well as many translation transformations, such as equivalent translation; omission of the modality; lexical and grammatical replacements; compensation; modulation; antonymic translation, which can be represented by the following examples:

1.     *that this **should** be conceived on the broadest possible basis and that it should include all parties, ... Він (уряд), ..., **має** спиратися на як можна більш широку народну підтримку і повинен включати в себе всі партії...*[1]

The example demonstrates that there is a predominant type of modality of recommendation at the English sentence. The verb *should* expresses the

additional tones of modality, such as obligation, advice, and instruction. In the variant of translation, these tones of modal meanings can be conveyed by the semantics of the modal verb "must", which includes the meaning of obligation, strict recommendation instructions, and categorical advice. The translation is performed by the transformation of generalization, i.e. the extension of the word's meaning.

2. *You ask, what is our policy?* **I can** *say: It is to wage war … – Ви мене запитаєте, який же наш політичний курс? Я відповім: вести війну …* [1]

The modal meaning of a possibility is represented by using the modal verb "can" in the English variant. In the Ukrainian variant, this modal meaning is translated by the future tense of the indicative mood. The transformation of omission is applied at this case.

Thus, it is possible to say that modality is a complex phenomenon. It is a challenge for translation due to the multifunctional nature.

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## LEARNING TOOLS: BRAND NEW IDEAS FOR STUDENTS

Everyone knows that the twenty-first century is the age of computers, artificial intelligence and smart technologies. So, everywhere, even in science, we need new tools which will make the education faster, better and more impactful.

Nowadays companies, schools, universities, and organizations of all sizes are using e-learning as a tool of training, learning and professional development. An Online Learning Systems (OLS) is widely spread around the world. But, unfortunately, it is out of fashion now. Today's learning environments need to be able to support the different learning approaches: formal and informal, personal and social. The 'social' aspect of the learning relies upon human interaction. It is defined as a learning act guided by the regular contact and the associations with the peers. The first tool is defined as a Community of Practice (CoP). CoPs are groups of people who share a passion for something that they know how to do, and who interact regularly in order to learn how to do it better [4].

New York University's Learning About Multimedia Project (LAMP) have helped to create a media literacy learning tool – The Media Breaker. It works as a platform that lets students edit, remix, critique and recontextualize copyrighted audiovisual media to help expose and disempower messages that mislead the viewer or reinforce damaging stereotypes. Here is also a MixedInk – a verbal composition platform that allows painless collaborative writing while preserving authorship credit and providing an easy system for users to choose among the pieces of each other's work [1]. This type of program is especially required while writing essays, researching papers or graduation works.

One more extra interesting tool is YouTube Time Machine (YTMM). It is an exclusive video-sharing website for people who have an interest in history, literature and social studies. Using this resource, students can explore any topic

within a specific period of time. But it is particularly a facilitator for teachers who can now just give a topic to students for a particular era that students can easily look through with YTMM [2].

In addition, it is found more impactful program than PowerPoint, which is common among presentation creators. The newer one is Prezi. According to the research, the innovative way in which Prezi helps you make presentations – by zooming, leads to more effective, more persuasive, and more engaging presentations compared to presentations made with PowerPoint.

The last tool, which is necessary to mention, is Explain Everything. It is all about interaction in a virtual environment. This digital tool allows students and teachers to collaborate on an interactive whiteboard thus encouraging group activities [3].

To sum up, we can see that education is easy if you have practical tools, which can be used every minute. These and a slew of other paradigm-bending innovations can help educators everywhere continue to bring fresh ideas into the classroom and shake things up enough for learning to be amusement for everyone. Technology is a friend of education and there is no reason to fight this trend. Right on the contrary, by incorporating digital tools during classroom learning process, you become an effective leader who fosters innovation.

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**THE COMMUNICATIVE APPROACH IN TEACHING ENGLISH**

The purpose of the paper was the analysis of the effectiveness of the communicative approach of foreign language teaching; the problem of applying communicative approach for foreign language teaching, and the benefits of its application to students of different age groups has been analyzed. The data in the paper was gathered by methods of analysis, comparison, and generalization of theoretical and practical experience of teaching the English language to students of various age groups [1].

My own learning of the English language was conducted with the overwhelming presence of unchecked examples of oral and written speech by native English speakers, which lead to me, by age of fourteen, having a relative fluency. However, this came with the downside of my grammar being wildly inconsistent throughout my oral and written communication, and with my struggling to understand grammatical concepts as put in textbooks that my school provided. This led to my idolizing the communicative approach as the most effective teaching method, and, soon enough, I applied it in my work as a tutor, in teaching a male eight-year old pupil.

It proved to be a complete failure, as the underdeveloped mind of a child failed to interact with the oral example of a foreign language as with a means of communication. However, after reversing the methods, and providing the pupil with a grammatical guideline first and with oral and written examples second, I began seeing improvements — clear directions as to how to conduct sentences,

accompanied generously by a wide variety of practical examples, turned out to work best [2].

After seeing a similar pattern with other pupils I've tutored in the age range of seven to ten years old, I've concluded that a fully to mostly communicative approach is best for older students, as, most likely they will have already grasped the basic grammar concepts of English, and, more importantly, their minds will have already been developed enough to have the ability to see a sentence in the foreign language as, first and foremost, a communicative device.

Teaching a foreign language must be accompanied by all kinds of sensual experience to accompany the learning of the new words. Grammar data should be provided, to younger students, as guidelines for the building of the sentences. However, the usage of pure communicative approach based on unchecked examples of the oral and written examples by native speakers leads to pupils developing fluent, but grammatically imperfect speech and writing abilities. For students to memorize new grammatical or lexical information, it is important to provide the context for any new data learned and to keep the target and the native language of the pupil as two separate entities in the pupil's mind, which can be achieved by providing the translations to various new words in form of visual illustrations rather than direct translations to the pupils' native language. A mostly to fully communicative approach overwhelms children, while, for teenagers, it is best to challenge their minds to try to figure out grammatical concepts on their own, to strengthen the context that the grammar data will be attached to in the minds of the pupils. Therefore, in conclusion, the communicative approach is unable to exist without the accompaniment of more traditional, grammar-oriented teaching methods, and must be conducted in synergy with one another [3][4].

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## PECULIARITIES OF USING HOMOPHONES IN ENGLISH

A homophone is a word that is pronounced in the same way (to varying extent) as another word but differs in the meaning. A homophone may also differ⁼ in spelling. The two words may be spelled alike, such as *rose* (flower) and *rose* (past tense of "rise"), or differently, such as *carat*, and *carrot*, or *to, two,* and *too*. The term "homophone" may also apply to units longer or shorter than words, such as phrases, letters, or groups of letters which are pronounced the same as another phrase, letter, or group of letters. Any unit with this property is said to be "homophonous" [1].

Homophones are not common for Ukrainian language, as we don't have so much words which sounds so similar. That is because of difference in pronunciation of words between English and Ukrainian. In our language we spell words as we pronounce them and this is the formula which works for more than 85% of Ukrainian words. But in English the situation is completely different. There are millions of sounds which can be read in different way depending on the location of these sounds in the word. Sometimes the same letters can be read

differently, as well as some different letters can be read alike. And that is the reason why we have so many homophones in English. A word's pronunciation in English may not always be the same as its spelling. French is also similar in this way, because there can be multiple words with one pronunciation [2].

There is a poem which is filled with examples of homophone. They create a humorous effect in the poem through their same pronunciations but altogether different meanings. The poem is called "Where Truth's Wind Blew" (By Venicebard)

"**Sole** owner am I of this sorry **soul**

**pour** out corruption's slag from every **pore** —

**whole** slates scrape clean! they leave no gaping **hole**.

**Role** that I've played, loose grip! while back I **roll**,

**or** dodge each wave, or with firm grip on **oar**

Most of these are homophones in any dialect of English, but because of small pronunciation differences, there are some words that are homophones in American English but not in British English, and vice-versa. Also, there are a few homophones that are more common in American English than in British English, and vice-versa.

There are chosen four most common homophones which we do use in our daily English every time and probably don't even think about it.

The first and most common example is: two – noun, which means the number after one, to -preposition, which usually means the direction, but also can change according to the phrase, and too – adverb, which means also [2].

The second bright example include such words: there -most commonly it is used as a pronoun or adverb, their – is a pronoun, which shows the owner of something, and they're – is the contraction for they are.

The third one: eye – a part of the body and I – a pronoun, which means me, and it can be really difficult to realize how can three letters sound as well as one for people who has just started to learn English.

And the last one – hear -this is the action which you can do with your ears and here – indicates the place where you are at any moment. An interesting fact is

that the expression "Hear, hear!" is used to indicate that you agree with something. But it's usually used in formal situations, and it's not very common in modern English [3].

So to summarize all above said we can see that the English language is full of homophones. You can face them in the most common words which do differ from the Ukrainian language, as we don't have a lot of them especially in the most common words. The only one way to understand them is to learn these examples, to read books, which are written specially for learning homophones, watch some videos and try to catch the meaning while someone is pronouncing such words. It makes English really special and funny to learn.

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## ONLINE LEARNING PLATFORMS AS AN ALTERNATIVE TO UNIVERSITIES

Europe and America have been successfully using the educational opportunities of the Internet for the long period, but in Ukraine, online courses are gaining ground only now. The quality of education on the Internet is not

inferior to the university level, it improves the level of knowledge, proposes to improve the skills that higher education has given us and is an excellent assistant for self-development [4].

Online open platform Prometheus is the first and largest free education project for anyone in Ukraine. Prometheus was founded in 2014. The project is constantly evolving and growing, increasing the number of available courses and introducing the latest teaching methods for all. They offer a large selection of free online courses, for which you can get certificate. Prometheus has many valuable courses in its arsenal, such as "CS50 (Computer Science 50) Fundamentals of Programming", a legendary course at Harvard University that is considered the best course in programming in the world [3].

Another Ukrainian project is the Educational Era (EdEra), an online education studio supported by the Ministry of Education and Science of Ukraine. EdEra creates online courses, special projects, online tutorials and educational blogs. They offer courses not only for students but also for teachers, and their certificates have an impact in schools, universities and other areas [2].

Two Stanford University professors Andrew Ng and Daphne Koller founded Coursera in 2012. The site was launched in English, initially creating a language barrier for those who did not speak it. Now Coursera has received localization and is automatically launched in Russian. Coursera still has completely free courses and courses with certificates to pay for. This makes troubles for those who seek free knowledge, but it shows that people are open to new information and to new ways of perceiving it [1].

Therefore, we can say that nowadays online education is available in Ukrainian and that you can use online courses to get knowledge in certain areas. Now we cannot talk about the complete replacement of higher education with online courses, however, we can talk about high competition in the form of sources of educational information. For example, in the field of programming, one legendary course can be a good start for further self-education. Moreover, a certificate of completion of the course can be presented, for example, in

employment, and people who are dealing with it will understand value and importance of the course.

Online courses are 21st century education, with high quality and accessibility to a large number of people.

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## INTERNATIONAL EDUCATION AS A FACTOR IN THE DEVELOPMENT OF A STUDENT`S PERSONAL QUALITIES AND THE IMPACT ON THE FUTURE

Self-development is an important factor for every student and it is up to you to decide what your path will be. Our world does not stand still and students cannot limit themselves and develop in any direction. Youth without borders - building cross - cultural awareness. A new world, a new generation, young people who have no boundaries for self-development: international training, courses, perspectives and strategies for knowing yourself in this world. It takes a lot of work to create something, and qualities such as hard work, dedication, and self-confidence can help a student in life.

A secure future is everyone's dream. And the path to this always begins with learning. Quality education is the key that opens any door. Education abroad at the same time captures and frightens those who want, because it is necessary to

plunge headlong into the environment of new knowledge, which is understandable. Why does studying abroad have a much greater impact on the future and on a student's personal qualities or achievements than home education?

The level of education provided abroad differs significantly in the method of presenting information, even the attitude towards education changes, rethinking values, responsibility for what is happening to you now, because of this the student can acquire such traits as confidence, willingness to create here and now, to learn something new.

Prospects. Having an international diploma gives you more job opportunities, which will make your future much easier, since you can easily find a job in any country with this result. Because of this, the student comes to the understanding that you do not do it for nothing, do not spend nights repeating for the tenth time the same thing.

But how to get cherished study abroad, because most students are convinced that money can be in the way here? Yes, studying abroad costs not a little bit, but why students may not consider different options for student exchange. For the best students who want to realize themselves, there is a chance to win in various international programs. It can be an exchange with another country for a year, or even for the whole time. Students can try themselves in the following programs:

1. The TEMPUS (Trans-European Mobility Program for University Studies) program encourages higher education institutions in the EU Member States and partner countries to engage in structured cooperation through the establishment of "consortia". Tempus also provides Individual Mobility Grants (IMGs) to individuals working in Higher Education sector to help them work on certain specified activities in other countries. As of 1 January 2014, Tempus-like activities, namely capacity building activities, have become part of a new cooperation program called Erasmus+ [1].

2. The Erasmus Program (European Community Action Scheme for the Mobility of University Students) is a European Union student exchange program

established in 1987. Erasmus+, or Erasmus Plus, is the new program combining all the EU's current schemes for education, training, youth and sport, which was started in January 2014. The idea of allowing the exchange between European students originated in 1969, when Italian Sofia Corradi (nicknamed "Mamma Erasmus") educator and scientific consultant of the permanent conference of Italian University Rectors: her role allowed her to raise awareness about this idea and make it known in the academic and institutional sphere [2].

3. DAAD. A brief look at history shows that the DAAD has a long tradition of uniting people and academia. Founded in Heidelberg in 1925 on the initiative of a single student, the DAAD has since become one of the most important funding organizations worldwide for the international exchange of students and researchers. Since it was founded in 1925, more than 1.9 million scholars in Germany and abroad have received DAAD funding [3].

International education can play an important role in a student's life, and everyone has the opportunity to participate in various programs that can help everyone's dream come true because everyone's education abroad is dreamed of. It will radically transform the student's life, help realize himself in this world, secure a successful future and reveal his personality.

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# MODERN APPROACHES OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGN LANGUAGE

The intensification of global integration processes, including the expansion of international cooperation in various spheres of professional activities, is one of the most important elements of modern world view. It is obvious that applying communicative approach to foreign language teaching of students in non-language departments of higher education institutions, which is widely accepted in many countries, is the most effective way of forming professional foreign language communicative competence of future specialists in a certain field [1].

The aim of the article is to analyze the results of theoretical research and world experience of applying communicative approach to foreign language teaching.

There is no doubt that the so-called "communicative era" resulted in the dominance of communicative approach to foreign language training of students in many countries. Studying the peculiarities of foreign language teaching in various countries has shown that in China, the USA, Japan, Malaysia, Serbia, Croatia as well as in most of West European countries the doctrine of language training is built on the principles of communicative and competence approach. At some universities in the USA, e.g. at University of San Diego, there are special departments of communication aimed at forming communicative competence of future specialists as a guarantee of their social adaptation and successful professional activities.

It is relevant to mention that foreign language training is mainly based on the principle of collectivity of studying, which is one of the most important principles of communicative approach. This means that group work is organized on the basis of cooperation. In this case the teacher becomes not only retransmitter of knowledge but also adviser and organizer of training, guide to methods of teaching, developer of educational materials. In this case the teacher possesses equal rights as a subject of educational communicative activities [2]. The above-mentioned information accounts for the fact that the educational

programs of such faculties in communication presuppose differentiated approach to teaching when every student's individual features are taken into account. In this context it is appropriate to make the following example: it is obvious that not all students feel equally comfortable in group discussions, therefore in order to uncover their creative potential, work in pairs should be used. It is also possible to give students an individual project, the results of which will be then presented and discussed. Due to such variability in selecting tasks all students can actively participate in group work at class. As a result, the effectiveness of mastering educational materials enhances.

Thus, in spite of the fact that due to pragmatic demands of civilization the main goal of modern language training is still forming communicative skills, learning a foreign language only at the level of functional literacy brings to mastering a primitive "survival language". It is relevant to emphasize that applying communicative approach at class does not mean total reformatting the content of foreign language teaching. In this case we should speak only about using new, more effective methods aimed at developing foreign language communicative skills of students. Therefore, in spite of the fact that up to now the representatives of world pedagogical community have not fully agreed yet, either it is reasonable to apply or to ignore traditional methods of foreign language teaching in favour of the only communicative approach, we believe that the most effective results of training can be attained provided applying a complex system which should include both the elements of traditional methods and of innovative approaches in teaching.

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## IMPACT OF AN EXPONTENTIAL TECHNOLOGY DEVELOPMENT ON EDUCATION

Nowadays, our world is in the era of "technological singularity" - a moment in the future when technological development becomes in principle uncontrollable and irreversible, which gives rise to radical changes in the nature of human civilization. Most people don't even realize that technologies are improving, growing and developing with an exponential speed, at the same time affecting our lives at most. The rate of evolution is so steep that it is almost impossible to predict up to which point tech development can get. Undoubtedly, technologies will have different kinds of impact on various sectors. One of the leading and crucial areas is education. So many of you might be wondering: "Which and how the exact inventions will impact the sector?".

After the implementation of these technologies, which are being developed with huge pace, education will no longer be the same:

- Information and Communication Technologies (ICT) - the main part of the process of modernization of education. ICT's are a variety of devices and methods of information processing, primarily computers with the necessary software and telecommunication facilities along with the information posted on them. They provide an opportunity to implement remote communication between teachers and students. Its introduction in the field of education makes it possible to qualitatively change the methods and organizational forms of training, making it more comfortable and affordable [1,3].

- Artificial Intelligence (AI). As it was said by the General Director of UNESCO: "Teaching methods, ways of learning, access to knowledge and teacher training will undergo revolutionary changes." AI has the potential to accelerate the process of achieving global educational goals by reducing barriers to access to learning, automating management processes and optimizing methods to improve learning outcomes [2].

- Robotics. Robotics is an applied science engaged in the development of automated technical systems. Robots offer an excellent tool for teaching engineering concepts that can be employed in teaching and demonstrating a variety of individual subjects, practical exercises, lab classes and project work. Hands-on experience encourages students and increases motivation. Besides learning engineering concepts, students can develop valuable skills such as creativity, teamwork, designing and problem solving. To effectively use robots in higher education, a number of challenges have to be met: appropriate hardware platforms as well as software frameworks are required didactic concepts have to be integrated and ways have to be found to share materials and knowledge to allow teachers from different subjects to easily set up courses [4].

All these technologies are already gradually changing our education. For example, students with special requirements are reaching new levels of learning through the use of robotics in the classroom. With these technologies children with autism are learning communication and social skills and students with developmental issues and attention disorders are learning to focus. But do these technologies have only positive consequences? Mostly yes, but it also has its drawbacks. Since these trends in education are new, we do not know thoroughly how they work and what the consequences may be. Therefore, we should study them in detail, and then only gradually introduce them. Also, the lack of robotics is likely to be a problem of a lack of jobs. After all, it is very difficult to replace a person. Therefore, we have something to study and to think about in order to make education effectively progressive.

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## MODERN APPROACHES AND INNOVATIVE TECHNOLOGIES OF DEVELOPING COMMUNICATIVE COMPETENCE IN A FOREIGHN LANGUAGE

Over the past few years, foreign language teachers have been worried about new technologies for learning languages: someone is in favor of old methods, someone is in favor of new ones, and someone wants to combine them. But there must undoubtedly be changes.

Modern development trends can be characterized in two words - globalization and acceleration. The process of globalization, which implies the formation of a single global economic space based on information and communication technologies. Technology, production and our whole life are accelerating every day [1].

The development of wireless communications suggests that we will soon be able to connect to the network anywhere in the world. All these are the part of the communication that drives the progress of our development. So, the "communication" means the various methods of sending information between people and places, especially phones, computers, radio, etc.

Thus, innovative new methods of learning foreign languages are important to help people overcome language barriers so that people can calmly express their opinions and communicate "in one language".

The main forms of using information technology are [2]:

1) multimedia lessons, which are conducted on the basis of computer training programs, testing on computers;

2) lessons on the basis of copyright computer presentations during lectures, seminars, laboratory works, student reports;

3) telecommunication projects, work with audio and video resources online;

4) distance learning, including all forms of educational activity, carried out without personal contact of the teacher and student;

5) work with an interactive tablet Smart Board;

6) voice chat on the local network, used to teach phonetics;

7) linguaphone devices.

From here, the information resources of the Internet are organically integrated into the educational process, helping to solve various didactic tasks in classes in a foreign language.

Also important techniques that are used today around the world [3].

➢ Sleep training

➢ Post-crossing

➢ Foreign language under hypnosis

➢ Marathon Language heroes

➢ Studying in the kitchen

➢ Alone with yourself

➢ Languages through drawing

➢ Instagram surfing

- ➢ Method 1,500 words and 200 expressions
- ➢ Foreign language speech training apps

Humanity has realized that it is necessary to combine their knowledge, skills and technologies to achieve even greater success, and therefore we can observe countless international agreements, treaties, organizations and associations.

Modern reality makes ever higher demands on the level of practical knowledge of a foreign language. In this regard, the use of innovative educational technologies provides good opportunities to increase the effectiveness of the learning process. So, the use of innovative technologies in teaching foreign languages carries a huge potential that allows you to translate mastery of a foreign language into a living creative process.

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**DEVELOPMENT OF THE LEADERSHIP POTENTIAL THROUGH PRACTICAL EXPERIENCE IN A CHALLENGING ENVIRONMENT**

Youth movement has become an important factor in the public and political life of our world. Young people have always been the first where it was the most difficult, where strong arms and enthusiasm were necessary. The world desperately needs more effective leaders who do not just talk, but walk the talk [1]. And the main youth movement's mission is to provide the platform to empower an entire generation to create positive impact.

AIESEC is one of the inspiring international youth movements that are having a major impact and changing the world for the better. AIESEC is a global platform for young people to develop their leadership potential [2]. The development of a leadership potential is done by connecting young people to global internships, volunteering opportunities and roles within AIESEC.

What makes AIESEC unique to other international programs is that an experienced team of youth leaders, who have been through the AIESEC program themselves and understand the incredible impact it can have on one's life, actually run the program. This extremely motivated crew has brought AIESEC into lasting relationships with over 2,400 high education institutions in 126 different countries.

The organization strives to give participants an alternative way of living, looking and experiencing the world around them by exploring foreign lands and interacting with diverse cultures and people. AIESEC has three different kinds of programs: Global Entrepreneur, Global Volunteer and Global Talent.

- Global Entrepreneur

The Global Entrepreneur Programme is designed to give students and recent graduates a chance to head out overseas to experience the professional world. Making the most of connections with some of the world's top organizations, AIESEC helps student develop their skills by working in a startup.

- Global Volunteer

The Global Volunteer Programme is for individuals interested in an experience travelling the world assisting on important and life changing projects and collaborating with NGOs to create positive impacts on communities.

Volunteer fields can range from sustainability, community development and education.

- Global Talent

Global Talent Programme is an opportunity for young people seeking to develop their career in an international setting. It involves working in a company for about 3 to 12 months and it is a perfect chance for someone who is looking to develop both themselves and their professional career [3].

My AIESEC journey has started almost a year ago when I went for a volunteering project to Istanbul, Turkey. Right after coming back to Ukraine, I've decided to join AIESEC on a local level. First, I was a Member and later I became a Team Leader of 4 other members. Together we are looking for startups here in Kyiv that are willing to have interns from all over the world working for their development and expansion. Although, we were not always successful, we learnt and accomplished a lot. The experience really taught me the importance of finding a solution to a challenge and actually making things happen. I have learnt a lot about time management, negotiations and signing contracts.

To conclude, we are a generation armed with the power of technology, human connectivity and the ability to reach the world with our voices. We have lived through challenging times but have also thrived in creating solutions to these challenges. We did not give up, but instead committed ourselves to making the world a better place [4].

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## NEW MEDIA AS AN AMBASSADOR OF INTERCULTURAL COMMUNICATION

Our generation lives in a global information society. Intercultural communication is an important factor in today's world. In most cases, this communication is based on modern media, including social media.

We do not have any borders for building our society in the main cross-cultural communication. Culture is combining with each other gradually. Global sharing information with people belonging to different cultures is known as intercultural communication or cross-cultural communication. Modern media comes as the most helpful instrument to demonstrate how journalists from different countries can become peace dove in the century of violence.

New media is also the main force accelerating the trend of globalization in human society. The globalization trend has led to the transformation of almost all aspects of human society. For instance, socially and culturally, globalization has changed the perception of what a community is, redefined the meaning of cultural identity and civil society, and demanded a new way of intercultural interaction [1].

Karlfried Knapp said: "Intercultural communication,' can be defined as the interpersonal interaction between members of different groups, which differ from each other in respect of the knowledge shared by their members and in respect of their linguistic forms of symbolic behavior". As a mentor of communication between the youth and global news system we can represent different platforms.

For example, it can be a video on YouTube, contacts in LinkedIn or news from Reddit etc. If we concentrate on Reddit, we will see how something new and social at the same time can combine a lot of intercultural skills.

For example, *Miami spring breakers vow to keep partying despite coronavirus pandemic* [2]. Below the post people from different countries commented this

message. In this way they show their mentality. You can discuss global issues in chat or create your own article about something flagrant: *From keyboards to surgical masks: Razer converts production lines amid Covid-19 outbreak* [5]. The BBC channel on YouTube, where you can always watch a high-quality short documentary about the freshest accident, for example reportage from China about COVID-19 *Coronavirus: Life inside China's lockdown* [4]. Twitter offers various content, but the most exclusive and interesting there is communication with politicians, like Donald Trump, celebrities etc. This type of touch makes straight line of communication.

Language difference is complicating acceptance of international media by the youth. But due to multimedia, everyone can catch on the message and take something new through video or audio.

The rapid development of new media has been the main force accelerating the trend of globalization in human society in recent decades. New media has brought human interaction and society to a highly interconnected and complex level, but at the same time challenges the very existence of intercultural communication in its traditional sense [3]. Emerging topical areas in this line of research mainly include three categories. First of all, the impact of national or ethnic culture on the development of new media, then – the impact of new media on cultural/social identity, and finally, the impact of new media (especially social media) on different aspects of intercultural communication (e.g., intercultural relationships, intercultural adaptation, and intercultural conflict).

In conclusion, we can say that new media is an alternative complex which include social, educational, political instruments and can report to the youth around the world the same information in the modern way. That is why we are interested in living in such a globalized society.

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**THE MAIN FACTORS OF THE YOUNG SPECIALISTS'
COMPETITIVENESS**

Due to the current need for specialists of technical specialties who could produce modern Ukrainian competitive product, the question of qualitative professional training is especially acute.

The competitiveness of an employee in the labor market, his or her confidence in finding a job and receiving high wages depend to a large extent on their professional education.

Studying in college on specialty «Automation and computer-integrated technologies» I would like to point out that there is a big problem regarding the employment of junior specialists in this field in our country.

In my opinion, it is more difficult to exercise the right to work for young people, because the younger generation is the most vulnerable category of the population. The labor market is full of mature people, because of the crisis in the country is reducing jobs, there are practically no new jobs being created.

Although it is young people who are the most active part of the working population. Only taking into account the dynamics of its employment level, it is possible to develop socio-economic forecasts for the long-term development of the country [1].

Mastering the profession is considered an indicator of a person's willingness to work in a certain profile and is impossible without the special theoretical and practical training of future specialists.

Competitiveness would not exist if we did not have competition that can be characterized as a struggle for the best working conditions. I fully agree with the experts that the modern educated person can not be limited only by narrow professional knowledge. Language culture, the ability to actively use as a means of communication modern literary language with all the rich possibilities of linguistic style stratification, with its inherent norms is an integral feature of an educated, comprehensively developed person.

According to the industry standards of the new generation, intercultural communication competence as an integral part of this is one of the conditions for the demand of a young specialist in the international labor market and his self-realization, which, of course, cannot be ignored in the process of professional training of students. Having the prospect of qualifying as an energy engineer, I am convinced that, in addition to the rapid growth in the volume and quality of professional knowledge, an energy engineer must develop non-standard thinking, communication skills and creative approach to solving not only technological but also socio-economic ones, environmental, research problems. His status and role as a professional and a culture of creative personality are determined by cultural readiness. A radical increase in the level of professionalism in combination with the general culture implies versatile personal development, the formation of a humanistic pedagogical position based on the unity of professional, socio-

economic and cultural training [2]. Accordingly, the training of energy engineers becomes one of the leading priorities of the state's educational policy.

This will help to shape the personality of future professionals in the engineering industry as a versatile and harmoniously developed creative personalities capable of self-development and self-improvement.

Technical schools are designed not only to provide highly specialized training for the future engineer, but also to create favorable conditions for the harmonious development of his intellectual, moral, aesthetic and professional qualities. Only in this case will we be able to get an engineer with sufficient creativity, capable of making independent decisions on the most difficult issues.

These young professionals should be mobile, strive for continuous improvement of professional skills and have high adaptation and professional mobility; capable of creating and using high technology; have a strong moral foundation, a developed civilizational culture, responsibility and tolerance.

The rapid change in technology that causes the moral aging of equipment requires the proper fundamental training of professionals able to quickly master new technologies.

Computerization is leading to the automation of both physical and mental work and, as a consequence, the increasing importance of creative non-algorithmic activities and the demand for professionals capable of performing those activities [3].

So, a junior specialist who has a deep theoretical knowledge of complex automation and robotics of modern industries, which in its composition integrates computers, communication components and local networks, computer regulation and control of technological processes, visualization systems and machine vision, software and the ability to conduct effective intercultural dialogue greatly increases its com

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**INNOVATIVE LEARNING TOOLS: NEW IN THE WORLD EDUCATION**

Nowadays, introducing innovations in higher education is critically important. Students, faculty, administrators, and community members have remarkably similar views of what education looks like, and those views have not changed much since we were in school. Technology and other changes in society demand innovations in education. More and more advanced technologies are being developed every day to improve lives, but these technologies need to be in education too, not just in science.

But what does the word *innovation* mean? If you ask Google for the definition of *innovation*, it will be less than helpful, coming up with over 300 million results with thousands of definitions. Its own definition is pretty much useless: "the action or process of innovating". Using the traditional sources for a definition such as the Oxford dictionary also does not help much, with their answer being "Make changes in something established, especially by introducing new methods, ideas, or products".

As you can see we have a lot of definitions. But some scientists rightly point out that this word has become a bit of a buzzword and perhaps we should not be looking for a singular definition as it will vary based on circumstances.

One of the founders of the *Idea to Value* website found the most correct definition of the term *innovation*, based on the analysis of some of the world's greatest innovation thought leaders. According to them, innovation is executing an idea which addresses a specific challenge and achieves value for both the company and customer [1]. But what about universities? What kinds of innovations are most important for us? Technologies or new teaching methods?

Talking about innovations as technology there is a lot of evidence that technology, when used in the right way, helps students learn. Faculty and administrators use such devices to send materials and information to students. As far as you can understand it helps with communication. There are also some clear benefits of using technology in the classroom: 1) It makes learning interesting and engaging, especially for younger generations raised on the latest technology; 2) It allows for faster and more efficient delivery of educational materials, both in the classroom and at home [2].

The ongoing quarantine in Ukraine and all over the world can be cited as an example here; during self-isolation students are learning remotely via distance learning. In this situation, technologies are very helpful in organizing the learning process.

Innovation in teaching methods should also be mentioned. When we think of innovation nowadays, we usually think of technology. However, in such fields as education, it is just as vital to focus on innovations in areas such as adolescent psychology, learning theories, and teaching methods. It is important for educators to prepare students for the future by empowering them with the foundational skills. Traditionally education is being criticized for its impracticality and inability to prepare students for living in the real world. When it comes to actually teaching students how to become innovative thinkers, young generations need to learn leadership skills, to be encouraged to think creatively, and to be taught independent thinking and learning [2].

While conducting a survey among first-year students from Group 101 and Group 108 of the Faculty of International Relations on March 19, 2020, via the Skype Conference tool, students were asked the question "What do you think is more important in innovative higher education: technologically advanced classroom equipment or innovations in teaching?", we got a result that no one expected. Students' voices were divided equally. That is, we can conclude that both aspects are important. But in my opinion, having technologically advanced equipment is more effective because it helps the learning process and provides more efficient absorption of material. Moreover, modern education is impossible without the latest technologies.

In conclusion, our education program requires the latest teaching methods for better development of students. While many universities face challenges such as underfunding, unengaged students, and outdated curriculums, innovation offers a path forward. Also we need to develop innovations in both areas of technology and teaching methods because these concepts are interrelated.

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# ACADEMIC MOBILITY AS A FACTOR OF INTEGRATION IN THE GLOBAL SCIENTIFIC AND ECONOMIC SPACE

Intercultural dialogue is the equitable exchange and dialogue among civilizations, cultures, and peoples. Based on mutual understanding, respect and the equal dignity of all cultures and religions, it is the essential prerequisite for social cohesion, reconciliation among peoples and peace among nations. Among its aims are: to develop a deeper understanding of diverse perspectives and practices; to increase participation; to foster equality, and to enhance creative processes. Intercultural dialogue seeks to establish linkages and common ground between different cultures, communities, and people, promoting understanding and interaction [1].

The internationalization of higher education is a highly discussed issue nowadays. Internationalization is seen as "not an end in itself, but a driver for change and improvement" [2].

According to Marmolejo [3], the top five reasons for Internationalising an institution are as follows:

- Improve student preparedness;
- Internationalize the curriculum;
- Enhance the international profile of the institution;
- Strengthen research and knowledge production;
- Diversify its faculty and staff.

One form of achieving internationalization and student preparedness through student mobility, which is said to give students an opportunity for the "real world, real-time" experiential learning in areas that cannot be taught (Henand et al., 2012). Student mobility increases intercultural dialogue, even if the impact varies greatly from place to place [2].

International academic mobility is developing very slowly in Ukraine. Ukrainian students travel abroad at the expense of their parents, sponsors, foreign charitable foundations but not due to governmental support. Overseas study and internships expenses of universities or the state account for less than 10 per cent of the officially announced number of "mobile Ukrainian students". Most academic exchanges of students occur through bilateral agreements between Ukraine and European universities [3].

The situation with international academic staff mobility is even worse: internships of lecturers and professors of Ukrainian higher education institutions at leading European and world universities are in no way coordinated or funded by Ukrainian universities themselves or the state budget. Joint training programs with leading European and world universities are not being developed, and joint scientific programs are not numerous. Concluding inter-university bilateral agreements on the exchange of personnel is sporadic and often unilateral, since foreign universities can finance their specialists accommodation abroad, and the domestic ones try to do it "at the expense of the host party" [4].

To harmonize European and national educational and professional standards, it is necessary to compare national and international classifiers of professions, their functional parameters, criteria for assessment of educational and qualification level to develop the same approaches to the normative component of the content of training in each direction and specialty, to achieve proportionality in volume and nature of practical training.

High quality of education is achieved with deep individualization of learning when the core of the student's curriculum is compulsory disciplines and then students form their variable part, which reflects their specialization through structural and logical scheme. As the European standards provide for a significant increase in the amount of independent work of students, it must receive adequate organizational and methodological support [5].

The development of academic mobility will make it possible to accelerate integration of the country into European educational space, improve educational technologies, increase the quality of Ukrainian education to the world level, innovate the development of university science and integrate it with real economy, receive considerable funds into a state budget, which can be invested into the education system. It will also improve the quality of the country's labor resources and employment opportunities for Ukrainians.

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## MODERN WAYS OF ADAPTATION OF ENGLISH LEARNING METHODS

I want to start with one of my personal favourite quotes about learning. Michael Gove, British Conservative politician, argues that – "Learning a foreign language, and the culture that goes with it, is one of the most useful things we can do to broaden the empathy and imaginative sympathy and cultural outlook of children" [1]. I absolutely agree with this idea, because most of people as ESL learners use the English language in school and at work every day. Of course, it

makes sense, because knowledge of English influences the career, professional growth, travelling abroad, finding useful contacts and for self-development.

But, have you ever thought about how much time does it take to learn English or which techniques are being used by people in order to learn English? In fact, a beginner can learn English in a year. Different statistics and books represent that a year is the average amount of time it will take an adult to become fluent enough to work in English if he starts out as a beginner and studies at least 5 hours a day. But we still have to remember that this process actually depends on many things such as current level of English, the level of English this human needs, which languages she or he can already speak, even if this person is living in an English-speaking country. And I studied the table with the exact number of hours for each level [4]. So if student is currently a beginner and he needs to reach a C1 level, that is 70+150+300+200+200=920 hours of instruction.

| Level of English (CERF) | Number of hours of instruction |
|---|---|
| Zero to A1 | 70 hours |
| A1 to A2 | 150 hours |
| A2 to B1 | 300 hours |
| B1 to B2 | 200 hours |
| B2 to C1 | 200 hours |
| C1 to C2 | 200 hours |

Also, I would like to talk about different techniques for learning English as a second language. From now on, students are fed up with boring English classes when teachers make them use old and dull grammar rules or structures. That is the reason why the first method I would like to suggest is audio-lingual. This technique is used through imitation of sentences or the dialogue by students. The most important aspect is the pronunciation. Nowadays, we can use this method not only in class, but through watching TV Shows, YouTube or Netflix with the subtitles. It is a more relaxing and entertaining way to learn a language, because what all people studying English have to do is just sit there, chill and enjoy a good movie. By the way, it is also a great way to learn slang. A very interesting

fact is that the Swedes and Norwegians speak such excellent English because they only have TV in English with no subtitles.

Another method is Total Physical Response [5], which is based on language-body conversations. The theory of this method is to memorize new words, phrases and lexical structures using gestures, pantomimes and games. Such a way is more common for children. Young people and adults can practice this method by travelling. By living in a foreign country people are forced to learn the language because they are interacting every day with everybody in a language that is not their own. Whether it is talking to another human being at the checkout in the supermarket, asking for directions, ordering food in a restaurant or chatting at a social gathering, people are speaking a language on a daily basis. That is how it works.

The third method can be a little bit weird. Just talking in a foreign language for a day, instead of speaking in native language, why not make yourself say everything in a foreign language whether you know how to say it or not. Here I want to admit the Direct method, which is also known as the natural method [2]. The main idea of teaching is to use only the target language that the students are trying to learn. This method is focused on oral skills. Besides, it includes such techniques as reading aloud, conversation practice and question/answer exercise between the teacher and students.

And the last but not least is exploit English everywhere. For a start, change the language settings in your phone. Sure, this might be a little inconvenient at first, but it will help you to create your own English environment. Next time you log on to Facebook, change the language. Do the same for Instagram, your email, and any apps you use [3].

In conclusion, I would like to say that you can choose either one or all of the methods mentioned above. The most important aspect of learning English is to repeat the things you are learning so you will not forget them.

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## CHALLENGES FACING INTERNATIONAL EDUCATION

Studying abroad has always been considered a prestigious and authoritative education throughout the world. International education means a dynamic concept that involves the journey or movement of people, minds or ideas across political and cultural boundaries [1]. This is facilitated by the phenomenon of globalization, which is increasingly eroding the limitations of geography on economic, social and cultural structures [2]. This concept covers a broad range of learning, covering, for example, formal education and non-formal learning.

No matter how many advantages international education has, it, like any field of activity, has its own problems. For instance, there are 5 points that indicate this:

1. There is no consensus on the industry's guiding theme and scope. Should internationalization, transnationalization or local globalization be emphasized?

2. International education is not a defining feature of the modern experience of higher education. Using foreign language reception as an indicator, 16 percent of all US college students studied foreign languages during the peak

period of the 1960s; the proportion is now down to 8 percent (Hayward, 2000, p. 6).

3. There is an imbalance in regional coverage. On a national scale, there is reasonable coverage of Western Europe and Latin America and most European languages compared to the limited coverage of Africa and the Middle East. For students studying in a foreign language, Spanish is the most popular language and in other major languages of Western Europe; 6 percent study in Asian languages. Middle Eastern languages are only 2 percent.

4. Since international education is not the main task of most scholars in this field, research is separate, non-cumulative and usually carried out by national organizations as part of advocacy projects (e.g. Lambert, 1989; Brecht and Rivers, 2000). "The most recent example is the American Council of Education's Internationalization of Higher Education: A Status Report. (Hayward, 2000)". However, programs through various institutions, such as the Fulbright Program, offer research opportunities for those wishing to study abroad.

5. In addition, one of the problems of foreign students is that higher education institutions increasingly consider them as a source of solving budget problems. Educational institutions should do more to support international students in their academic and career performance by providing cultural counseling, training and instruction [3].

Thus, given these problems faced by international education, we can conclude that we still need to work on the development of this area. In addition, it is necessary to do everything possible to make it easier for students who want to study abroad.

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## TYPES OF SELF-EDUCATION SPESIALIST IN INTERNATIONAL BUSINESS

The issue of improving the quality of human resources in today's context is crucial. The owners and executives of any company understand the importance of proper human resource management, but this is particularly acute in the case of businesses operating in global markets. In addition, every employee should be interested in constantly updating his or her own skills and skills that will give him / her high positions in the labor market. In the system of international business, the actualization of the personal and professional potential of the employees is especially necessary for the qualitative training of specialists.

Self-education is an independent formation, the acquisition of systematic knowledge in any field of science, technology, culture, political life, etc., which implies the direct personal interest of participants in the organic combination of various sources of information with the independence of study material. In a broad sense, self-education should be understood to mean all types of knowledge acquisition that are associated with independent work on the material under study [1].

The current system of formal education has a number of limitations, in particular: rapid aging of knowledge; the presence of a large body of information that requires the identification of important blocks for professional growth; the availability of different sources of information and limited access to different social groups. The peculiarity of training specialists in companies engaged in international activities is the need to constantly study the cultural environment in which she works or plans to work. Every company hires employees, conducts business with people: it sells to people and buys from people, any company is owned and operated by people. International business, of course, includes people

from different national cultures, affecting all business functions: labor management, marketing and logistics, supply management, financing and more. Among the main types of self-education are, first of all, literature (methodical, scientific); mass media information; audiovisual information on different media; paid training courses - both group and individual; seminars and conferences; master classes; exchange of experience; training courses. Company management should build an effective system of employee motivation for independent education and training.

It should also be understood that companies doing business in another country need to determine which business practices in that country are different from their own, and then decide which adjustments, if any, should be applied to work effectively. Cultural awareness plays a major role in managing a multinational corporation, it is important to know and understand the causes of cultural differences, as well as the behavioral factors that affect the management of international business, and, finally, the reasons why some businesses or individuals may or may not adapt to others cultures [2]. Therefore, one more kind of self-education of specialists should be considered the process of forming outlook during excursions and trips, visiting theaters, exhibitions, museums, fairs and more.

Also, the management of international companies and professionals in planning self-education should take into account the methods by which they can acquire knowledge of the traditions, habits and cultural characteristics of residents of different countries and regions.

Self-education in the system of professional development of specialists of international business will be effective under the following conditions:

- theoretically developed, substantiated and implemented model of self-education in the system of advanced training, built on the basis of a personally oriented approach;

- application of activity and level approaches, taking into account the peculiarities of using information and communication technologies as a means of self-education;

- revealed, theoretically grounded and experimentally tested conditions for effective functioning of the model of self-education by means of information and communication technologies in the system of professional development - development of information and communication environment with personality and professional development;

- orientation of the educational process in the system of advanced training of specialists of international companies for the development of self-educational activity by means of information and communication technologies.

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**THE EFFICIENCY OF THE GROUP PRESENTATION METHOD**

Teaching methods that focus on students' interest in the study of disciplines and self-education and allow students to gain knowledge in new, non-traditional ways today are becoming popular in the education of most developed

countries. These methods not only help you remember information, but also develop critical thinking, social competencies, and risk-taking confidence.

One way to improve student learning is through group presentation or corporate training. The term "corporate learning" has been known for a long time, it is the use of small groups for the collaboration of students in order to maximize individual learning and teaching each other [1]. The basic idea of all approaches to corporate learning is that students work and study together in small groups to achieve a common goal in a mutually beneficial way [2].

Group presentations can help students develop many new skills that are increasingly being found in today's world. In addition, it has been proven that positive group experience contributes to improved learning and overall college success [3].

Among the opportunities that stand out in the course of learning through group presentations are the following:

- breaking up complex tasks into parts and stages;

- time planning and management;

- improving communication skills;

- solving more complex problems that they would not solve on their own;

- delegation of roles and responsibilities to others;

- exchange of different points of view;

- bringing each other to justice;

- receiving social support and encouragement for risk;

- development of new approaches to solving the set tasks.

Over time, approaches to this method have been improved, and now group presentations seem more than just a discussion by several groups of particular topics within a lecture.

For example, in neighboring Poland, have emerged university norms that provide for new forms of teaching, among which group presentations are seen as a form of study where students themselves have to find a problematic issue relevant to the topic of the subject and give their own solution to the problem. And at Harvard University, students in the group presentation process develop

their own projects with their subsequent protection. Examples of this approach to study can also be found in Ukrainian universities, which are just beginning to improve the education system.

Therefore, by directly involving students in the process of studying a particular issue, such teaching methods make it possible to raise interest in the subject and to feel responsible for the successful completion of the task. The group presentation method is one of the best ways to teach students communication, presentation, analytical and other skills and make the process of studying subjects effective and interesting.

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## THE PHENOMENON OF SLANG AND THE WAYS OF ITS TRANSLATION

'Slang is a language that rolls up its sleeves, spits on its hands and goes to work.' This is how American poet Sandburg described the linguistic phenomenon of slang in the New York Times in 1959 [1].

A fascinating challenge when working on a translation is the issue of how to approach translating slang words. Slang also poses a potential problem as it is

not only closely linked to dialect but also certain places, times and specific cultural references. With the delicate nature of these linguistic features, the often-subtle intricacies in source texts can be easily mistranslated, losing important information. If there's a cultural reference that may cause confusion to the translated text's audience, it is worth considering providing an explanation, either naturally in the text or via a footnote. This is exactly what happened with the Chinese translation of the *Twilight series*, where the footnotes explaining the facets of American life unfamiliar to Chinese audiences made it a bestseller. This approach can also be used with slang to preserve the cultural color that is often important to texts. Consider you're working on a translation of a text set in an unspecified location in the 1980s that uses a slang word like "*dude*". You could then find an equivalent phrase associated with the 1980s in the target language that captures the equivalent meaning. However, if the text takes place in a specific location where the culture may be important, it may be better to use the term and then explain it. A lot of care is needed as the smallest error could risk changing the feeling that is associated with a piece.

There are some slang word translation strategies:

- Translation using target language slang expression (This strategy means that the translator translates a slang expression from a source language into a target language slang expression which still has or expresses the same meaning). For example, English slang word *awesome* can be translated into Indonesian slang word *pecah*. *Awesome* is the slang word for expressing amazed about something. *Pecah* is an Indonesian slang word used by Indonesian teenagers to say amazing or cool although its original meaning in Indonesian dictionary means broken.

- Translation using an equivalent target language expression (Using this strategy, the translator translates a source language slang word into a target language word or phrase which is not a slang expression, but still conveys equivalent meaning). As an example the English slang word *cop* translated into Indonesian word *polisi*. Both words mean a police officer and the Indonesian word *polisi* still convey the equivalent meaning of the English slang word *cop*.

- Translation using a more neutral or less expressive related word (With this strategy, a slang word is translated into a target language word by looking for a word in the target language which is more neutral or less expressive than the source language slang word. However, the translation still has similar lexical items to the source language slang word.) For example, the English slang word *fellas* is translated into *teman-teman*. The slang word *fellas* means friends, and *teman-teman* also means friends. But, in this example, *fellas* is more specific (used for male friends) rather than *teman-teman*. It means that the target language phrase is more neutral or less expressive than the source language slang [2].

In conclusion, I would like to state that if you translate slang and cultural references, you need to decide on their approach considering the focus and audience of the text itself. Not only can this be dangerous territory for translators, but it's also one of the most enjoyable aspects of translation that shows it's an art form that goes beyond understanding the source and target languages [3].

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**THE NECESSITY OF UPGRADE FOR**

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"Education is the passport to the future, for tomorrow belongs to those who prepare for it today."

Malcolm X.

Nowadays the topic of education is becoming more and more discussed, since the majority of world education systems has increased. Scientists keep the burden of responsibility to find out the best way for students and pupils to get a first-class education. They compare the advantages and disadvantages of different education systems in an attempt to find the weaknesses of each and fix them.

Today Ukraine cannot boast of its place in the ranking of international education systems. The country took 45th place in the QS Higher Education System Strength Rankings international, which is a good, but not enough result [1]. Talking about the school education system in Ukraine the most important thing has to be highlighted - the regressivity.

As an example today we have PISA Testing (Program for International Student Assessment), which was almost failed by the pupils of 15 years. The PISA testing takes place once in 3 years to assess the literacy of students and their social skills as well. The testing includes reading, Maths, Physics, Biology and other subjects. Less than 4% of students were able to analyze the text when there is no obvious information and it is necessary to put forward assumptions. The same amount in the natural sciences can use abstract ideas, explain complex phenomena, make predictions. Only 5% of students completed math tasks where they need to develop models of complex situations [2].The PISA testing shows exactly how regressive the Ukrainian education system is and stresses on the separate skills which are necessary for pupils nowadays.

According to the results of the testing we can state that Ukrainian education system is declining. To improve education in the country, an example from the highly developed countries in this field must be taken. For example, the USA is one of the countries with the highest academic performance. There is the highest number of Nobel laureates in the world among several disciplines.

The main feature of the US education system freedom of choice, which means that pupils and students have an ability to choose which subjects they are

eager to study. Mandatory subjects are English, maths, biology, chemistry, physics, physical education and history [3], all other subject a student chooses on his own. This contributes to the student's interest in studying the subject, and as a consequence the student achieves the highest productivity in the separate field. A lot - does not mean well.

Projecting this idea on the Ukrainian education system some separate criteria must be followed:

1) Studying duration. Ukraine differs from the United States in the duration of studying, which means that reduction of subjects cannot be used the same way. As far as the Ministry of Education of Ukraine does not consider the possibility of increasing the duration of studying, the subjects may not be so categorically limited.

2) Freedom of choice. To convert the part of the US education system into Ukrainian there must be a legal regulation of education questions. This field of law may be upgraded in the concept of education development.

3) The list of compulsory subjects. The Ministry of Education of Ukraine can develop a list of compulsory subjects based on the rating of exams of external independent evaluation that are most often passed. And develop blocks of additional subjects that will not exclude one another. In the block of subjects, it is necessary to place different types of sciences aimed at different areas of studying.

Finally, the most effective way to increase the level of education in the country is to follow the heads of this sphere. It is commendable to learn from someone's mistakes and even better to learn from someone's successes. An upgrade for the Ukrainian education system is necessary, which means that it is time to think out of the box and convert the experience into success.

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### FOREIGN LANGUAGES IN TOURISM

The travel and tourism sector in the global economy continues to be very robust and seamlessly increasing. In 2019, the contribution of travel and tourism to the world Gross Domestic Product (GDP) rose to 10.4%. This sector provides employment to 1 in 5 people on the planet.

Knowledge of languages is an absolute necessity in tourism. Any person dealing in travel and tourism such as animators, representatives, tourist guides, waiters, waitresses, receptionists and other needs to be global, and consequently multilingual. Multilingual services play an essential role in their success. It's important to translate your services into as many languages as possible to appeal to travelers worldwide and earn their trust [1,2].

Let's look at the top foreign languages that are popular in tourism.

The most common and most used language in the area and the tourism industry is undoubtedly English. It is used as a communication and media control all information in the travel industry worldwide. Nowadays into the English language we can also find translated almost all menus and drink menus of restaurants and cafes in countries around the world. Do not forget the tourist guides and tourist maps. English serves too as an excellent advertisement for attracting tourists to various tourist events and attractions, or as an advertisement for optional trips, social evenings, discos etc. [2].

The second is Spanish. Spanish speakers are more than 700 million people. Knowledge of this language will make traveling in Spain and Latin America much more interesting and easier. And besides, it is the easiest to learn.

Chinese, namely Mandarin (dialect) is gaining popularity today. 1.5 billion people speak Chinese. Most countries in the world have business relations with the PRC, so knowing this complex language can make you stand out in the business environment. Also the Chinese are second in the ranking of the most traveled nations and they travel all over the world.

Then German. It is spoken by about 130 million people. And Germany is also the leader among the most traveled countries.

French is of great historical importance because it was the most popular language until English was recognized. Up to 270 million people speak French in Europe, both in Europe and in Africa and America. To learn French, it is relatively simple and similar to English [3].

The knowledge of at least two foreign languages in the communicative level is required for employees and workers in the tourism sector. Plus, their native language, of course. While still a student in high schools and then at university, future tourism professionals have to teach and have to be learned two foreign languages. Mainly it is the English language (of course) and then the German or Spanish languages. Knowledge of other languages is a great advantage for potential employees in tourism [2].

So, you may own a travel agency or a hotel, you may publish travel guides, have a website with travel journals, offer brochures, or maybe provide legal assistance to travelers. No matter what services you provide, tourism is one of the most globalized markets that benefits incredibly from the additional exposure offered by professionally translated content.

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## REGULACIÓN LEGAL DE LA COOPERACIÓN DEPORTIVA INTERNACIONAL

En atualidad, el deporte se ha convertido en una verdadera dimensión política y juega un papel importante en las relaciones internacionales. La mayoría de los estados consideran la participación y la victoria en el deporte como una victoria política, el éxito absoluto del país en la vida internacional. Además, los eventos deportivos actuales conllevan una considerable carga humanitaria, ya que resuelven directa o indirectamente los desafíos mundiales más importantes del presente, contribuyen a la lucha contra la pobreza, a la promoción de los principios de tolerancia, al mantenimiento del equilibrio ecológico.

Las relaciones deportivas internacionales se rigen por instrumentos internacionales de carácter general y por las normas de los acuerdos especiales directamente aplicables al movimiento deportivo internacional de los tratados bilaterales y multilaterales. El marco legal de la cultura física y el deporte incluye normas de derecho constitucional, civil, laboral, internacional, reglas de derecho administrativo, económico, procesal fiscal, que regulan las relaciones públicas en el campo del deporte [4].

La principal fuente de la legislación internacional de Ucrania sobre la cultura física y el deporte es la Constitución de Ucrania, que incluye las siguientes normas relativas al derecho internacional del deporte: cláusula 1 del

art. 3 (una persona, su vida y salud, honor y dignidad, inviolabilidad y seguridad son reconocidos en Ucrania como el valor social más alto), cláusula 1 del art. 9 (los tratados internacionales vigentes, cuyo consentimiento es vinculante para el Parlamento de Ucrania, forma parte de la legislación nacional de Ucrania), cláusula 4 del art. 13 (el estado brinda la protección de los derechos de todos los sujetos de propiedad y derechos económicos, orientación social de la economía [2].

Por supuesto, la base del derecho deportivo internacional será documentos internacionales de carácter general, principios de derecho internacional universalmente reconocidos y tratados internacionales de carácter general, que están contenidos en los estatutos de las Naciones Unidas, declaraciones y resoluciones de la Asamblea General de las Naciones Unidas, documentos de otras organizaciones sobre los asuntos internacionales más generales y globales. derecho, tratados multilaterales, decisiones del Tribunal [1].

Los acuerdos internacionales ratificados por el Verkhovna Rada de Ucrania también ocupan un lugar especial. Forman parte de la legislación nacional y se aplican de la manera prevista en las normas de la legislación nacional. Dichos documentos incluyen, por ejemplo, la Declaración Universal de Derechos Humanos, la Convención Cultural Europea, la Convención Antidopaje. Cabe señalar que hay muchos tratados internacionales en derecho deportivo a nivel internacional, que no están ratificados por el Verkhovna Rada de Ucrania hoy, por ejemplo, el Código de Ética Deportiva, pero como consecuencia son opcionales para su implementación en el territorio de nuestro país [3].

Así, bajo la influencia de los procesos de globalización, la comunidad internacional plantea la cuestión de la regulación legal de la comunicación deportiva internacional. Las normas que rigen las relaciones deportivas internacionales en la etapa actual están contenidas en el derecho nacional e internacional. En general, existe un proceso de sistematización de las normas actuales que rigen las relaciones deportivas internacionales, con el objetivo de aclarar el contenido, resolver las contradicciones entre ellos y llenar los vacíos.

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## ANÁLISIS DE POSIBLES CONSECUENCIAS EN CASO DE RECONOCER A CATALUÑA COMO UN ESTADO INDEPENDIENTE

Al analizar las tendencias actuales de la geopolítica mundial, se puede rastrear el crecimiento de las tendencias separatistas en muchas regiones. Además, este problema es muy agudo no sólo en el contexto geopolítico internacional, sino también concierne directamente a Ucrania. La teoría del derecho público internacional tiene un procedimiento claro que permite dar el derecho a la libre determinación a los pueblos. En el Acta Final de Helsinki de 1975 de la OSCE, uno de los principios del derecho internacional es la igualdad y la autodeterminación de las naciones y los pueblos. Además de este principio, también existe el principio de integridad territorial de los estados. A veces, es muy difícil encontrar la línea que separe el deseo genuino de los pueblos de obtener un derecho legítimo al autoreconocimiento de las influencias de las políticas exteriores destinadas a aflojar la estabilidad en los estados. Por eso la teoría del derecho internacional público distingue varias condiciones para

determinar la personalidad jurídica de un pueblo que lucha por la autodeterminación. La primera condición es la presencia de una fuerza política o un movimiento de liberación nacional que ejerce objetivamente el poder político y quién lo representa en las relaciones internacionales en nombre del pueblo. La segunda es la presencia de la nación misma, que no tiene su propio estado y busca obtenerlo. Otra condición es que el territorio en el que las personas buscan crear un nuevo estado debe pertenecer a otro estado. La cuarta es la capacidad del movimiento de liberación nacional de ser parte en las relaciones internacionales. Después de todo, si una fuerza política no puede actuar como parte en las relaciones internacionales, no está sujeta al derecho internacional. Como consecuencia, este estado no es reconocido por los estados miembros de la ONU [1]. Detengámonos en el ejemplo de Cataluña. El 27 de octubre de 2017, Cataluña declaró unilateralmente su independencia, precedida por un referéndum regional en el que más de 2 millones de catalanes votaron para separarse de España. Refiriéndose a la historia, los catalanes enfatizan la importancia de reconocer el hecho de la invasión española de Cataluña en 1714, que más tarde se conoció como la "Guerra de Sucesión", pero los historiadores independientes no comparten esta opinión y creen que no fue una guerra separar a una nación de otra [2]. Los catalanes también llaman a la supresión de su identidad nacional al suprimir el lenguaje, las costumbres y las tradiciones, por ejemplo, pero al referirse a una fuente tan autorizada como Freedom House, ésta le da a España la máxima puntación en derechos políticos y civiles: 95/100 y la organización independiente más respetada en Human Rights Watch no menciona la presunta supresión de derechos en Cataluña, ni siquiera menciona a Cataluña como un problema específico [3]. En cuanto a los contraargumentos, en primer lugar, se puede observar que las acciones del gobierno catalán fueron contrarias a la Constitución española, ya que no preveía la retirada de ninguna autonomía del estado o un referéndum regional, lo que nos permite comparar este caso con la declaración de independencia de Crimea en 2014. Al igual que en el primer y segundo casos, el principio de autodeterminación de los pueblos no puede aplicarse, una de las condiciones es la opresión de un pueblo no reconocido (un

claro ejemplo de esto es la limpieza étnica en Kósovo, que se ha convertido en el detonante de la independencia). Según la doctrina de las Naciones Unidas y la jurisprudencia internacional, el derecho internacional sobre la autodeterminación de los pueblos establece el derecho a la independencia únicamente en los casos cuando la población sea colonial o esté sujeta a la dominación, subordinación o explotación extranjera, lo que no está presente ni en el caso de Cataluña ni Crimea. Además, la declaración de independencia de Cataluña se considera legalmente nula e inválida en términos de la legislación de la UE porque la UE respeta y protege la identidad nacional así como el marco constitucional y de gobierno de sus Estados miembros [4]. Además, después de la declaración de independencia, Cataluña tendría que renovar su membresía en todas las organizaciones internacionales como un tema completamente nuevo del derecho internacional, teniendo en cuenta el cien por ciento de apoyo a España en el ámbito internacional, es probable que se encuentre en el aislamiento internacional.

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## DIE ROLLE VON YOUTUBE BEIM ERLERNEN EINER FREMDSPRACHE

Die Rolle des Internets im modernen Bildungssystem wird von der breiten pädagogischen Gemeinschaft der Ukraine erst allmählich erkannt. Dies ist vor allem auf den Fernunterricht zurückzuführen, dessen Bedeutung für das System der lebenslangen Bildung die Fortbildung nicht nur am Beispiel ausländischer, sondern auch an unserer eigenen Erfahrung deutlich geworden ist. Und die Rolle der Informationsunterstützung des Bildungsprozesses, einschließlich der Mittel des Internets, wird immer offensichtlicher [1, S.84]. In unserem Fall werden Internetressourcen am Beispiel des YouTube-Dienstes betrachtet.

YouTube gilt zu Recht als das größte Video-Hosting der Welt. Jede Minute werden Hunderte von Videos auf seinen Server hochgeladen, die meisten davon in englischer Sprache. Das Ausbildungssystem, das diesen Dienst nutzt, sollte so aufgebaut sein, dass die Schüler die Möglichkeit erhalten, sich mit der Kultur des Landes der zu lernenden Sprache, Traditionen und Bräuche vertraut zu machen und interkulturell interagieren zu können [2, S.132].

Wenn Sie mit dem YouTube-Dienst Englisch lernen, können Sie:

authentische Netzwerkmaterialien (Text, Ton) in das Ausbildungsprogramm aufnehmen;

eine unabhängige Suche nach Informationen von Studenten im Rahmen der Arbeit an einem Projekt durchführen;

selbständig die englische Sprache lernen, die Lücken in Wissen und Fähigkeiten schließen;

Unabhängige Vorbereitung auf das Bestehen der Qualifikationsprüfung in englischer Sprache als externer Student durchführen.

Wie Sie sehen können, kann die Arbeit am Erlernen einer Fremdsprache mithilfe von YouTube mehr zur Entwicklung von Hör- und Sprechfähigkeiten beitragen.

YouTube ist direkt mit Podcasts verknüpft. Podcasts sind Aufnahmen der Unterhaltungen im MP3 Format. Podcast - (vom englischen iPod und der Sendung) Audio- oder Videodatei, die kostenlos über das Internet zum Massenhören oder Anzeigen verteilt wird. Sie können Dateien hochladen oder online anhören. Podcasts werden ständig aktualisiert, Sie können sie automatisch herunterladen.

Es gibt drei Arten von Podcasts:

Audio-Podcast

Video-Podcast

Screencast ist ein neues Phänomen, das es den Menschen erleichtert hat, online zu lernen.

Für den Anfang können Sie drei Hosting-Kanäle verwenden, von denen jeder seinen eigenen Fokus hat:

1) Learnamericanenglish (Studium des amerikanischen Englisch);

2) AlexESLvid (Der Autor dieses Kanals, Alex, ist ein Lehrer aus Kanada, der im EngVid-Team arbeitet.

3) EnglishMeeting (der Schwerpunkt liegt auf den Merkmalen der klassischen englischen Aussprache).

Sie können auch das Lernen mit YouTube am Beispiel des Flatmates-Projekts in Betracht ziehen. Diese Serien wurden mit dem Ziel erstellt, Englischlernenden dabei zu helfen, ihren Wortschatz wieder aufzufüllen und ihr Hörverständnis zu verbessern.

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## INTERKULTURELLER DIALOG: DEUTSCHLAND UND FRANKREICH

Die Ursache des ewigen Konflikts zwischen Katzen und Hunden ist noch nicht vollständig geklärt. Aber viele glauben, dass es zu einem völligen Missverhältnis von Verhaltensweisen kommt: Bewegungen und Körperhaltungen, die bei Katzen Ruhe ausdrücken, entsprechen bei Hunden Aggressionen und umgekehrt. Vielleicht erklärt der ebenso vollständige Unterschied in den Grundmechanismen das tiefe Missverständnis, das zwischen den Nationen immer noch besteht.

Das auffälligste Beispiel für die Uneinigkeit von Interessen und Verhaltensweisen ist in den Nachbarländern zu sehen, die aber sehr unterschiedlichere Natur haben - dies sind Deutschland und Frankreich.

Von Ludwig XIV. bis zum Ende des Zweiten Weltkriegs befanden sich die beiden Länder in einem Zustand chronischer, einschließlich militärischer Konfrontation: der Pfälzische Erbfolgekrieg, die Napoleonische Besetzung und der Befreiungskrieg gegen sie, der Deutsch-Französische Krieg und schließlich der Erste und Zweite Weltkriege [1].

Etwa 80 Prozent der Deutschen und schließlich etwa 70 Prozent der französischen Bürger glauben, dass das deutsch-französische Tandem der Motor des europäischen Fortschritts ist. Aber die Art und Weise, wie sie sich und einander sehen, können sich radikal von den Ideen anderer Nationen unterscheiden:

• Der Deutsche sieht sich als ein bescheidener und eher gewöhnlicher Mensch. Die Deutschen können nicht als gierig bezeichnet werden, sie erwarten nichts für nichts und zahlen regelmäßig Steuern.

- Die Franzosen betrachten sich als die einzige wirklich zivilisierte Nation der Welt und sind zuversichtlich, dass es ihre Aufgabe ist, den Rest der Menschen entlang zu führen und ihren Weg zu beleuchten.

- Die Deutschen bewundern Frankreich, seine hoch entwickelte Zivilisation und bedauern seine plebejische Kultur. Die Franzosen sind vielleicht fröhlicher als die Deutschen, aber die Deutschen haben mehr Spiritualität [2].

- Obwohl die Franzosen die Deutschen nicht mehr hassen, fühlen sie sich nicht sehr geliebt. Sie glauben fest daran: Die Deutschen haben ein deutlich niedrigeres Kulturniveau [3].

- Die Gefühle, die die Deutschen unter anderen Nationen hervorrufen, schwanken zwischen Angst und Bewunderung - sie sagen über die Deutschen: "Gib ihnen einen Finger, beiße dir die Hand ab."

- Da die Franzosen absolut von ihrer Überlegenheit überzeugt sind, ist es ihnen im Allgemeinen egal, was sie jemand anderem erscheinen.Für Vertreter vieler anderer Nationen ist die extreme Inkonsistenz und Variabilität das Schwierigste in der Wahrnehmung der Franzosen.

- Die Deutschen missbilligen jegliche Manifestationen von Frivolität, allerlei Unfällen und Überraschungen. In ihrer Sprache gibt es keine „leichte Traurigkeit", weil sie nicht ernst bezeichnet werden kann.

Egal wie unangenehm die Franzosen sind, sie haben viel mit den Deutschen gemeinsam: Pedanterie bei der Einhaltung der etablierten Normen und Regeln, übermäßige Trockenheit in der Kommunikation, Vertrauen an ihre historische Mission und das Konzept der Rassenreinheit.

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## INNOVATIVE FORMEN, METHODEN UND TECHNOLOGIEN DES LERNENS

Die Informationsgesellschaft des 21. Jahrhunderts muss die Bildung der Ukraine reformieren, deren Aufgabe ist, einen gebildete, kreative und wettbewerbsfähige Persönlichkeiten auf den heutigen Markt vorzubereiten. Eines der Schlüsselthemen ist daher die Verbesserung von Lernformen, -methoden und -technologien.

Das neue Bildungsmodell hat zur Aktualisierung der beruflichen Bildung und der relevanten Formen, Methoden und Technologien des E-Learning-basierten Lernens geführt, wobei die zentrale Figur der Student ist, der im Mittelpunkt des Lernprozesses steht. Diese Modell basiert auf Respekt für sein Denken, Motivation für Aktivitäten und ermutigt zur Kreativität. Diese Lerntechnologien sind interaktiv, um die oben genannten Probleme zu lösen.

Insbesondere können die folgenden Grundtypen des innovativen Lernens identifiziert werden:

*E-Learning* ist ein Schulungssystem, das den Einsatz von Internet-Technologien, E-Bibliotheken, pädagogischen und methodischen Multimedia-Materialien, virtuellen Labors und Workshops bietet.

*Mobiles Lernen* ist die Übertragung der Kenntnisse auf mobile Geräte mithilfe WAP- und GPRS-Technologien.

*Allumfassendes Lernen* ist eine Technologie des lebenslangen Lernens mit Verwendung von Informations- und Kommunikationsinstrumenten in allen Bereichen der Gesellschaft [1].

Für die Implementierung sind geeignete Schulungsmaterialien erforderlich, die auf mobile Geräte übertragen werden.

Die folgenden Probleme treten bei der Implementierung von Pervasive Learning auf:

• die Notwendigkeit von kostenlosen WI-Fi, die Schaffung von kostenlosen WI-Fi -Zonen;

• Einige technische Probleme: Begrenzte Akkulaufzeit des Mobilgeräts und dauernde Aufladen (drahtlos);

• Erstellung geeigneter Software und methodischer Software.

Heutzutage konzentriert sich der Unterricht mehr auf einen Studenten, der aktiv am Lernprozess beteiligt ist, und der Lehrplan für dieselbe Studienzeit wie im traditionellen Bildungssystem sollte erfüllt werden.

*«Invertiertes Lernen»* ist eine Form des aktiven Lernens, mit der Sie den normalen Lernprozess auf diese Weise "umdrehen" können: Studenten außerhalb des Klassenzimmers sehen die relevanten Unterrichtsmaterialien, die in der nächsten Lektion berücksichtigt werden, studieren unabhängig theoretisches Material und führen im Publikum ihre Diskussion durch, führen praktische Übungen durch Aufgaben.

**Die Wirksamkeit dieser Arte von Traigemischte in ihrer reinsten Form bleibt problematisch.** Heutzutage wird das Blended-Learning-Modell am häufigsten im Bildungsprozess verwendet, bei dem die oben genannten Technologien mit dem Unterricht im traditionellen System kombiniert werden [2].

*Blended Learning* ist ein Lernen, bei dem der Student persönlich und online Kenntnisse erhält. Dabei wird eine komfortable Bildungsinformationsumgebung geschaffen, ein Kommunikationssystem, das die erforderlichen Informationen liefert.

Der Reformprozess der modernen ukrainischen Bildung umfasst die Bereitstellung einer qualitativ hochwertigen fachspezifischen Fachausbildung in einem Kontext mit geringerer Arbeitsbelastung im Klassenzimmer und vergrößter Information. Eine Möglichkeit, dies zu beheben, besteht darin, neue, effektivere Lehrmethoden und -technologien einzuführen. Dazu gehören E-Learning und Fernunterrichtstechnologien.

Unter Bedingungen des Entwicklungslernens ist es notwendig, eine maximale Aktivität der Studenten zu erreichen, die durch interaktive Lehrmethoden erreicht wird. Im Gegensatz zu aktiven Methoden konzentrieren sich interaktive Methoden auf eine breitere Interaktion der Studenten nicht nur mit dem Lehrer untereinander sondern auf die Dominanz der Aktivitäten der Studenten im Lernprozess.

**Es gibt verschiedene Möglichkeiten, Blogs, Web-Quests, Blog-Quests und Technologien in der Bildung einzusetzen:**

1. Veröffentlichung, Bearbeitung und Kommentierung von pädagogisch-methodischen und wissenschaftlichen Materialien.

2. Eine Plattform für wissenschaftliche Diskussionen (die Möglichkeit, verschiedene wissenschaftliche Fora, Projekte, Diskussionen usw. zu organisieren).

3. Gelegenheit für Studenten, sich mit Lehrern oder Lehrern untereinander sowie zwischen Studenten verschiedener Universitäten und Regionen zu beraten.

4. Plattform zur Schaffung von Fernunterricht.

5. Kollektive Arbeit an kreativen Projekten von Studenten verschiedener Universitäten.

6. Informelle Kommunikation zwischen Lehrern, Lehrern und der Gegeschaft, Lehrern und Studenten, zwischen Studenten und pädagogischen Gemeinschaften.

7. Gemeinsame Arbeit an digitalen Bildungsressourcen.

8. Überwachung der unabhängigen (außerauditorischen) Arbeit der Studenten.

9. Plattform für die Online-Recherche von Studenten [3].

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1. Innovative Methods of  Learning // [Elektronische Ressource]. – Zugriffsmodus: http://invnz.blogspot.com/2016/02/blog-post_90.html

2. Einfrüng in den Bildungsverfahren Innovativer  Technologien //

[Elektronische Ressource]. - Zugriffsmodus:

http://vozkc.narod.ru/documents/4_1.html

**Gogol Kateryna**

**Internationale Information, 408**

**Sprachberaterin: I. M. Zachepa**

## MÖGLICHKEITEN FÜR DAS AUSLANDSSTUDIUM

Alles ist mobil oder soll mobil sein. Mobilität zu sichern ist eine zentrale Voraussetzung für das attraktive und zukunftsfähige Leben der Menschen. Die Mobilität ermöglicht die Bewegung von Menschen und Gütern in einer immer enger vernetzten Wirtschafts- und Arbeitswelt. Die Mobilität ist auch eine Voraussetzung, um am gesellschaftlichen Leben teilzunehmen. Wer nicht mobil sein kann, hat schlechteren Zugang zum wirtschaftlichen und gesellschaftlichen Leben [3]. Die Mobilität der Studierenden manifestiert sich im Auslandsstudium.

Warum sollte die Jugendlich im Ausland studieren? Dafür gibt es eine Menge guter Gründe. Interkulturelle Kennen und Können sind gefragt – und die Erfahrung macht dabei Spaß. Studierende können das Land, seine Leute und Kultur näher kennen lernen, die Fremdsprachenkenntnisse verbessern und internationale Kontakte knüpfen. Nach wie vor sind die englischsprachigen Länder (vor allem die USA und Großbritannien) und die deutschsprachigen Länder als Studienziel beliebt. Aber auch viele Länder, in denen Spanisch gesprochen wird, von der iberischen Halbinsel bis Lateinamerika, sowie Ziele in Asien (China, Japan, Thailand) werden oft nachgefragt. Ein Auslandsstudium bietet eine der schönsten Möglichkeiten, die Sprachkenntnisse zu verbessern [1].

Eine Weile im Ausland kann nicht so einfach sein: Anreise, Unterkunft, Essen und vielleicht Studiengebühren oder auch Visum– all das kostet Geld. Aber es gibt auch viele Förderungsmöglichkeiten [2], vor allem das bekannteste Programm für ein Auslandssemester heißt Erasmus+. Außerdem kann ein Nebenjob immer weiterhelfen.

Das Studium ist also die ideale Zeit, um ins Ausland zu gehen. Und das Auslandsstudium wird nicht nur eine große persönliche Leistung, sondern öffnet weitere Türen in die berufliche Zukunft.

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2. So geht`s ins Ausland. In: https://www.zeit.de/studium/studienfuehrer-2016/studium-ausland-auslandssemester-binationale-studiengaenge

3. Was bedeutet Mobilität? In: https://mil.brandenburg.de/sixcms/detail.php/707906

**Ivanova Oleksandra**

**Internationale Information, 409**

**Sprachberaterin: I. M. Zachepa**

## DIE BEDEUTUNG DER INTERNATIONALEN KOMMUNIKATION FÜR DAS BILDUNGSBEREICH

Aufgrund der Globalisierung ist die internationale Kommunikation unvermeidbar. Heutzutage sind alle Bereiche wie die Ausbildung oder die Wirtschaft mit der Kommunikation mit anderen Kulturen verbunden. Verschiedene Technologien, insbesondere das Internet, ermöglichen, die Kommunikation zwischen den Kulturen zu erleichtern. Die Bedeutung der internationalen Kommunikation für jedes Bereich des heutigen Lebens lässt sich nicht leugnen.

Laut dem International Journal of Peace Studies hat internationale Kommunikation eine besondere Rolle, weil die Grenzen zwischen den Ländern wegen des Internets verschwommen sind. Die Welt ist zu einer globalen Gemeinschaft geworden, deren Mitglieder kommunizieren müssen, um einander kennen zu lernen, voneinander was zu lernen wie Konflikte zu beseitigen und zu lösen können[1].

Die Ausbildung basiert auf der Kommunikation zwischen den Lehrenden und Lernenden sowie zwischen den Lernenden und Lernenden. Die internationale Kommunikation im Bildungsbereich ist aufgrund der kulturellen Vielfalt an

Schulen und Universitäten wichtiger geworden. Heute können Menschen aus verschiedenen Ländern gemeinsam studieren. Deshalb sollten sie wissen, wie sie miteinander kommunizieren sollen. Die Lehrenden sollten auch in kulturell unterschiedlichen Kursen bzw. Gruppen zu potenziellen Kommunikationsproblemen sensibel sein. Es geht darum, dass erfolgreiche Pädagogen oft dank ihren interkulturellen Kenntnissen und Fähigkeiten effektive Kommunikatoren sind [1; 3].

Die internationale Kommunikation kann einerseits eine nützliche Quelle der interkulturellen Entwicklung und des Austausches von Wissen und Erfahrungen sein. Anderseits kann ihr Fehlen zu kommunikativen Problemen, Missverständnissen, interkulturellen Konflikten und Enttäuschungen führen. Die Struktur der interkulturellen Kommunikation ist komplex und potenziell problematisch. Daher ist es in unserer modernen Welt sehr wichtig, die kulturellen Besonderheiten verschiedener Nationen zu verstehen und ihre Unterschiede zu berücksichtigen. Deshalb müssen die Lernenden ihre kommunikativen Fähigkeiten entwickeln und die Lehrenden sollten sie dabei unterstützen.

 **QUELLENANGABEN:**

1. Why is International Communication Important? In: https://www.reference.com/business-finance/international-communication-important-27d3142ea6fc7e3b.

2. Priscilla N. Gitimu. Intercultural communication: Its importance to various career fields and perspective by various authors. In: https://opensiuc.lib.siu.edu/cgi/viewcontent.cgi?article=1013&context=ojwed.

**Kharabara Marina**

**Internationales Recht, 306**

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# EINZATZ INNOVATIVER TECHNOLOGIEN

In der gegenwärtigen Entwicklungsphase haben die neuesten Technologien schnell alle Bereiche unseres täglichen Lebens durchdrungen. Aus diesem Grund besteht ein dringender Bedarf an Innovationen beim Studium und Erforschung vieler Disziplinen. Leider sind die im Lehrbuch enthaltenen Informationen bei Veröffentlichung veraltet. Schließlich ändert sich ständig etwas, die politische Situation in der Welt, die Gesetzgebung eines Landes, die Umwelt und das Wetter ändern sich täglich. Daher werden traditionelle Technologien des Lernens und Lehrens von Materialien schrittweise zu den neuesten Technologien hinzugefügt, die darauf abzielen, solche Fähigkeiten und Kompetenzen zu entwickeln, die den modernen Zustand von Entwicklung, Wissenschaft und Technologie entsprechen. Eine Möglichkeit zur Optimierung und Vielfalt des Bildungsprozesses besteht darin, innovative Technologien, Computertechnologie und die neuesten Informationen zu verwenden, die aus dem Internet heruntergeladen werden können, um bestimmte Disziplinen oder bestimmte Themen zu studieren.

Heute ersetzen elektronische Lehrbücher traditionelle Papierlehrbücher.

Elektronisches Tutorial – Ein Lehrbuch im elektronischen (digitalen) HTML-Format, das Hyperlinks, Grafiken, Sprechersprache, Registrierungsformulare, interaktive Aufgaben und Multimedia-Effekte ermöglicht, die Aufnahme von Animationen und Computerspielen; umgreift Interaktivität, Selbststudienmodus, Selbstkontrolle bietet, auf CD-ROMs (CD-ROM) erweitert [1, S. 258].

Das elektronische Lehrbuch soll das gedruckte Handbuch nicht ersetzen, sondern im Gegenteil ergänzen, indem es das Schulungsmaterial in einer völlig anderen Form präsentiert - indem es Schlüsselkonzepte, Thesen und Unterstützungsschemata hervorhebt, interaktive Aufgaben verwendet und eine große Menge an multimedialem Illustrationsmaterial verwendet [2, 47 ]. Im elektronischen Lehrbuch ist die Präsentation des Materials höher als im typografischen. Es enthält nicht nur Text- und Grafikinformationen, sondern auch Audio- und Videoausschnitte, mit denen Sie jeden Studenten einbeziehen

können, und ist im Gegensatz zu einem normalen (gedruckten) Lehrbuch mit interaktiven Funktionen ausgestattet. Mehrere elektronische Lehrbücher bilden eine elektronische Bibliothek.

Die elektronische Bibliothek wird in Form einer zentralen Repository erstellt, die auf einer Kombination aus Maschinenspeicher, Mikromedien und Daten basiert. Die Informationen werden in einem System von 4 Speichergeräten unter Verwendung geeigneter Suchmethoden gesucht. Zu den Informationsressourcen gehören Vorträge, Wörterbücher, Verweise auf literarische Quellen, Links zu Remotenetzwerkressourcen (Datenbanken, WWW-Server, Software usw.). Elektronische Bibliotheken werden auf der Informations- und Technologiebasis verschiedener Informationsinstitutionen gebildet: Bibliotheken, Forschungsinstitute, Bildungseinrichtungen, Archive, Museen, große Verlage, staatliche Informationseinrichtungen usw. Das Objekt einer elektronischen Bibliothek kann also jede Information (Dokumente, Objekte der materiellen Welt, Phänomene, Daten) sein, die in HTML in digitaler Form fixiert oder reproduziert wird [3, S. 155].

Internet (Netzwerk, "Netzwerk von Netzwerken") ist ein globales Computernetzwerk, das standardisierte Protokolle verwendet und über 50.000 Netzwerke integriert. Sein Vorgänger war das ARPAnet-Netzwerk [4]. Im heutigen Internet kann jeder Schüler oder Lehrer jederzeit und von jedem Ort der Welt aus auf alle erforderlichen Bildungsressourcen zugreifen.

In Anbetracht alle dieser Punkte können wir den Schluss ziehen, dass der Einsatz innovativer Lerninstrumente die Effektivität des Unterrichtsmaterials erheblich erhöht, es dem Lehrer ermöglicht, bestimmte Akzente in der Unterrichtsmethode des Fachs hervorzuheben, das Interesse der Studenten an ihrem Fach zu erhöhen und sich auch in produktiver und aktiver Form stärker Studenten als auch die schwierigere zu engagieren.

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3. Dementievskaya N.P., Morse N.V. Wie Computertechnologien zur Entwicklung von Schülern und Lehrern eingesetzt werden können // Aktuelle Fragen der Psychologie: Psychologische Theorie und Unterrichtstechnologie / Ed. S. D. Maksimenko, M. L. Smulson. - K.: Millennium, 2005. -T. 8, nein. 1. - 238 p. - p. 152-158.

4. Englisch-Ukrainisches Interpretatives Wörterbuch für Computertechnik, Internet und Programmierung. - Ausgabe 1 - K .: Soft Press Publishing House, 2005. - 756 S.

**Kharchenko Anna**
**Internationales Recht, 305**
**Sprachberaterin: I. M. Zachepa**

## DIE VERWIRKLICHUNG DES INTERKULTURELLEN DIALOGS IN EU

Im gegenwärtigen Bildungssystem sind interkultureller Dialog und die Sprache zunehmend dringende und wichtige Themen. Dies ist auf die Tatsache zurückzuführen, dass eine große Anzahl von Studenten, sowohl aus der Ukraine als auch aus dem Ausland, im Ausland eine höhere Ausbildung und berufliche Fähigkeiten erhalten können.

Die europäische Bildung basiert auf einer separaten systematischen Regelung. So wurde EU-Initiativen zur beruflichen Bildung umfasst, die den Austausch von Schülern und Lehrern sowie die Zusammenarbeit zwischen Bildungseinrichtungen fördern [1]. Der Europarat und die Europäische Union fördern durch ihre Politik und Programme im Jugendbereich und in anderen Bereichen wie Bildung, Mehrsprachigkeit, Kultur, Integration und auch der interkulturelle Dialog.

In der Europäischen Union wird der interkulturelle Dialog als Instrument angesehen, um den europäischen Bürgern und allen in der Europäischen Union lebenden Menschen zu helfen, Wissen und Perspektiven in einem neuen Umfeld zu erlangen [2].

Der interkulturelle Dialog ist ein politisches Ziel und ein Rahmen für Bildungsprogramme, der das Hauptziel des Europarates fördert, nämlich die Wahrung und Förderung der Menschenrechte, der Demokratie und der Rechtsstaatlichkeit.

Im Rahmen des von der Europäischen Kommission und dem Europarat eingerichteten Programms "Partnerschaft in der Jugend" wurde der Schwerpunkt auf das Thema des interkulturellen Dialogs in mehreren Veröffentlichungen (das Jugendwissensbuch und das interkulturelle Lernen in der nicht formalen Bildung) reflektiert. Darüber hinaus hat die Jugendpartnerschaft in Zusammenarbeit mit verschiedenen Teilnehmer in diesem Bereich die Forschungen zu interkulturellen Kompetenzen durchgeführt hat, an einem Projekt zur Entwicklung von Indikatoren für den interkulturellen Dialog in der nicht formalen Ausbildung gearbeitet [2].

Zur Unterstützung des interkulturellen Dialogs fördert die EU-Kommission viele Sprachprojekte, weil Sprachkenntnisse ein Schlüsselfaktor für die Arbeitsfähigkeit und Mobilität der Menschen sein sollten, um ein besseres Verständnis der kulturellen Vielfalt zu ermöglichen [3].

Die Europäische Union erstellt zahlreiche Programme, um das Erlernen von Fremdsprachen sowie die Besonderheiten der Kultur bei der Umsetzung der europäischen Berufsbildung zu fördern und zu unterstützen. Die Bedeutung davon ergibt sich auch aus der Tatsache, dass das Diplom eines Spezialisten für die europäische Stichprobe sehr einflussreich und vielversprechend für eine weitere Beschäftigung in jedem Land der Welt ist. Die Ukraine ist keine Ausnahme. Darüber hinaus regelt die EU Fragen des interkulturellen Dialogs und der Sprachen in verschiedenen Rechtsakten, einschließlich grundlegender Gründungsakte. Es hilft auch, dieses Problem in der Bildung besser umzusetzen. Ich bin jedoch der Meinung, dass es zusätzlich zu den oben genannten Punkten

ein System geben sollte, das Rechtsakte enthält, die sich nur mit einem bestimmten Thema des interkulturellen Dialogs und der Sprachen befassen.

Also sind der interkulturelle Dialog und Sprachfragen möglicherweise der wichtigste Faktor sowohl für die Beschäftigung als auch für die Ausbildung des ausländischen Studierenden innerhalb der EU.

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3. The Role of Intercultural Dialogue in the EU Policy. In: http://joim.pl/wp-content/uploads/2020/02/2-1-The-Role-of-Intercultural-Dialogue-in-the-EU-Policy.pdf

**Kravchuk Sofiia**

**Internationale Wirtschaftsbeziehungen, 301**

**Sprachberaterin: V. I. Mykhailova**

**DIE BEDEUTUNG DES VERSTÄNDNISSES DER KULTURELLEN VIELFALT**

Kulturelle Vielfalt ist wichtig, da unser Land, unsere Arbeitsplätze und Schulen zunehmend aus verschiedenen kulturellen, rassischen und ethnischen Gruppen bestehen. Das Lernen über andere Kulturen hilft uns verschiedene Perspektiven in der Welt zu verstehen.

Stellen Sie sich vor, Sie können ein Wochenende in Deutschland verbringen, und Ihre neue Freundin besuchen.

Sie kommen am Sonntag und wollen etwas Leckeres kaufen. Die Ukrainer gehen zu Besuch nie ohne Geschenke. Eine Stunde später finden Sie einen offenen Laden in der Stadt. Und das alles, weil der Sonntag ein freier Tag ist.

Schließlich kommen Sie mit einem gekauften Kuchen zu der Freundin. Sie sehen eine Freundin, Sie wollen eine Umarmung aber Ihre Freundin streckt die Hand aus. In Deutschland tun so Männer und Frauen.

Geben Sie den Kuchen und hoffen Sie, dass Ihnen Tee angeboten wird. Aber Ihnen wurde keinen Tee angeboten, außerdem nimmt sie den Kuchen weg und versteckt ihn im Kühlschrank. Es ist alles so, weil die Deutschen nicht so gastfreundlich sind wie wir. Die Deutschen bringen entweder nichts oder Wein. Sie trinken übrigens selbst Wein.

Okay, lass uns den Tee vergessen. Sie beschließen in die Bar zu gehen. Sie kommen und bestellen dann Bier und Imbiss. Aber der Barkeeper ist überrascht und sagt, dass sie keine Snacks verkaufen. Das liegt daran, dass die Deutschen Bier ohne Bissen trinken. Getrockneter Fisch und Chips mit Crackern sind unsere Erfindungen.

Sie trinken Bier und möchten Ihre Post abrufen. Fragen Sie das WLAN-Passwort. Aber der Barkeeper sagt, sie haben ihn nicht. Weil die Deutschen strenge Gesetze zum Privateigentum haben. Und es ist einfacher für sie, das Internet nicht öffentlich zu machen.

Sie haben eine gute Zeit. Und Sie bemerken eine interessante Sache. Für Deutsche gilt es als völlig normal, sich in der Öffentlichkeit die Nase zu putzen: im Büro, im öffentlichen Verkehr oder bei einem Vortrag. Gähnen ohne den Mund zu bedecken ist ebenfalls akzeptabel.

Wenn Sie sagen, dass Sie an einer Universität studieren, werden Sie sofort respektiert. Das Bildungsniveau in Deutschland ist viel niedriger als in der Ukraine. Und es ist sehr schwierig für sie, zur Universität zu gehen.

Dann merkt man, dass die meisten Jugendlichen keine iPhones haben. In Deutschland kaufen sie eher Android-Handys: Sie sind praktischer, insbesondere angesichts der großen Anzahl kostenloser Anwendungen. Ich denke, wenn Sie einem Einwohner Deutschlands sagen, dass "unsere Leute" ein iPhone auf Kredit kaufen und es sogar hacken, weil sie kein Geld für die Programme bezahlen wollen, dann wird der Deutsche einen Systemabsturz haben.

Am Ende des Abends bieten wir um eine Rechnung und bezahlen unser Bier in zwei Hälften. Das ist normal, weil wir Freunde sind. Aber seien Sie bei Ihrem ersten Date auf dasselbe vorbereitet.

Deutsche Männer haben viele positive Eigenschaften, aber wenn Sie mit einem von ihnen ausgehen, sollen Sie darauf vorbereitet sein, dass Sie die Punktzahl in zwei Hälften teilen. Nun, es ist nicht üblich, dass sie einen unvergesslichen ersten Eindruck hinterlassen und alles einer Frau zu Füßen werfen, die sie lieben.

Es ist wichtig, die kulturellen Unterschiede zwischen den Ländern zu kennen. Sie werden für verschiedene Situationen bereit sein und Sie werden nicht überrascht sein. Bevor Sie irgendwohin gehen, lesen Sie die Länderinformationen.

**QUELLENANGABEN**:

1. Die Ukraine in den Augen Deutschlands aus https://www.giz.de/de/downloads/Die-Ukraine-in-den-Augen-Deutschlands_de.pdf

2. Was unterscheidet die deutsche Bildung von der ukrainischen? Aus https://deutscheschule.kiev.ua/2018/06/19/unterschied-in-der-bildungen/

**Mychka Lida**
**Internationales Recht, 305**
**Sprachberaterin: I. M. Zachepa**

## AKADEMISCHE MOBILITÄT UND INTERNATIONALISIERUNG DES LERNPROZESSES

Die ukrainische Gesellschaft hat seit vielen Jahren ihren Willen zur Integration in die Europäische Gemeinschaft schrittweise bestimmt. Die europäische Integration der Ukraine ist ein komplexer, mehrstufiger, schrittweiser Prozess in verschiedenen Bereichen – Politik, Wirtschaft, Soziologie, Kultur usw.

Von besonderer Bedeutung ist die aktive internationale Zusammenarbeit unseres Landes im Bereich der Bildung und Wissenschaft mit anderen Ländern. Diese Zusammenarbeit ermöglicht, einen einzigen europäischen Bildungsraum zu schaffen – eine Zone der "europäischen Hochschulbildung".

Zur Zeit der Pandemie, wenn viele europäische Staaten für einen bestimmten Zeitraum begannen, ihre Grenzen zu schließen, wurde die Gewährleistung der Entwicklung der akademischen Mobilität ganz dringend.

Akademische Mobilität wurde als die Mobilität von Studierenden und Lehrkräften zum Studium und Forschung an einer anderen Hochschule (im Inland oder Ausland) für eine bestimmte Zeitperiode bezeichnet [1].

Die große Anzahl an Gymnasien, interessante Studiengänge und verschiedene Fördermöglichkeiten machen Deutschland eines der beliebtesten Länder für das Studium. Da sind als Faktoren in Rechnung zu stellen. Erstens ist es die Qualität der Ausbildung wie Fort- und Weiterbildung. Zweitens ist das Studium an öffentlichen Hochschulen kostenlos. Und drittens ist ihr Anspruch auf ein Visum für die Stellensuche nach dem Abschluss des Studiums bis zu 18 Monate gültig [2].

Ein deutscher akademischer Mobilitätsdienst steht in der Ukraine wie weltweit zur Verfügung. Der DAAD gehört heute zu den bedeutendsten Förderorganisationen für den internationalen Austausch von Studierenden und Wissenschaftlern. Ein Netzwerk von Außenstellen und Informationszentren in mehr als 60 Ländern hält Kontakt zu den wichtigsten Partnerländern auf allen Kontinenten und berät vor Ort.

Der DAAD wird seine Programme so gestalten, dass die Hochschulen sie zur Realisierung ihrer je eigenen Internationalisierungsstrategien nutzen können. Er beteiligt sich an der Gestaltung des Europäischen Hochschul- und Forschungsraums.

Der DAAD hat viele Programme für Ukrainer, es wurden auch 8 Schritte für ein erfolgreiches Studium in Deutschlanderarbeitet [3].

Grundlage der Tätigkeit des DAADs ist ein umfassendes und differenziertes Wissen über die Strukturen der Hochschulkooperation und die

Wissenschaftssysteme weltweit. Dabei kann sich der DAAD auf die professionelle Erfahrung seiner Mitarbeiterinnen und Mitarbeiter und das weltweite Netzwerk der Außenstellen, Informationszentren und Lektorate stützen.

Die Ukrainer haben also jede Möglichkeit, im Ausland zu studieren und eine europäische Ausbildung zu erhalten. Nur eine Voraussetzung gibt es, Deutsch ist sehr sorgfältig zu erlernen und fließend zu sprechen.

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**Synelnyk Kateryna**

**Internationale Informationen, 309**

**Sprachberater: V. I. Myhaylova**

## INTERNATIONALISIERUNG DER HOCHSCHULBILDUNG IN EUROPA

Meine Studie „Internationalisierung der Hochschulbildung" bietet einen Überblick über die wichtigsten Trends in Europa und weltweit und die damit einhergehenden Strategien auf europäischer, nationaler und institutioneller Ebene und trifft eine grundlegende Aussage über den eigentlichen Kern der Internationalisierung und welche Ziele mit ihr verfolgt werden sollten.

Die Internationalisierung der Hochschulbildung ist zwar ein relativ neues Phänomen, aber als Konzept breit gefächert und vielfältig. In den vergangenen 30

Jahren haben europäische Bildungs-und Forschungsprogramme, wie das ERASMUS und die Marie-Curie-Stipendien den Anstoß für eine umfassendere und strategischere Herangehensweise an die Hochschulbildunginternationalisierung in Europa gegeben und sind Hochschuleinrichtungen zum Vorbild geworden. Die Internationalisierung steht unter dem Einfluss der Globalisierung unserer Volkswirtschaften und Gesellschaften. Sie beruht auf einer dynamischen Kombination aus politischen, wirtschaftlichen, soziokulturellen und akademischen Erwägungen, die sich immer wieder je nach Region, Land, Institution und deren Programm ändern. Ein Universalkonzept gibt es nicht.

Man sagt die Internationalisierung ist *der zielgerichtete Prozess der Einbindung einer internationalen, interkulturellen oder globalen Dimension in das Ziel, die Aufgaben und die Vermittlung von Hochschulbildung, um die Qualität von Forschung und Lehre für alle Studierenden und das Personal zu verbessern und einen sinnvollen Beitrag zur Gesellschaft zu leisten* [1]. Dieser Definition erklärt, dass Internationalisierung integrativer und weniger elitär mit Orientierung auf Lehrplänen und Lernergebnissen anstatt auf der Mobilität werden muss. Die Komponente „Ausland" (Mobilität) muss integraler Bestandteil eines internationalisierten Lehrplans sein. Damit sei daran erinnert, dass die Internationalisierung kein Zweck, sondern ein Mittel zur Qualitätsverbesserung ist.

In Europa wurde der Internationalisierungsbeginn als strategischer Prozess eindeutig mit ERASMUS markiert. Dadurch wurden in den meisten Ländern gemeinsame Standpunkte und Triebfedern für die Internationalisierung geschaffen, was sich im Zuge des Bologna-Prozesses noch verstärkte. Es wird von umfassenderen und strategischen Maßnahmen für die Internationalisierung viel gesprochen, doch tatsächlich ist deren Umsetzung noch lange nicht erreicht. Selbst in Europa gibt es viel zu tun, besonders in Ost-und Mitteleuropa, zwischen den einzelnen Ländern sind erhebliche Unterschiede bei den Fortschritten zu verzeichnen. Aus zwei Erhebungen zur Internationalisierung in Europa und der Welt durch die International Association of Universities (IAU) bzw. die

Europäische Vereinigung für Internationale Erziehung/Bildung (European Association for International Education, EAIE) geht hervor, dass die Vertreter der Führungsebene von Hochschuleinrichtungen und die Fachkräfte im Bereich der internationalen Bildung

● die Qualitätverbesserung von Lehre und Studium und die bessere Vorbereitung der Studierenden auf Leben und Arbeit in einer globalisierten Welt als zentrale Vorteile der Internationalisierung und entscheidende Gründe für deren Umsetzung betrachten

● die Regional- und Nationalpolitik als wichtigste externe Antriebskraft für institutionelle Internationalisierungsmaßnahmen bezeichnen

● die Auffassung vertreten, dass die verstärkte internationale (und insbesondere abgehende) Mobilität der Studierenden ein wesentlicher Schwerpunkt der institutionellen Internationalisierungsmaßnahmen darstellt

● angeben, dass die internationale Forschungszusammenarbeit und internationale strategische Partnerschaften neben der internationalen Mobilität der Studierenden zu den Prioritäten der Internationalisierungsmaßnahmen seitens der europäischen Institutionen gehören [1].

Insgesamt ist festzustellen, dass die Internationalisierung der Hochschulbildung zwar eine vielversprechende Zukunft haben könnte, ihre weitere positive Entwicklung  jedoch einen offenen Dialog der jeweiligen Interessenträger über Motive, Mittel, Möglichkeiten und Hemmnisse während dieses Veränderungsprozesses voraussetzt.

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## STUDENTEN OHNE GRENZEN

Die Hochschulbildung ist heute ein wesentlicher Bestandteil unseres Lebens. Jeder kann eine bestimmte Stadt oder ein bestimmtes Land als sein Studienziel auswählen. Das ist sehr einfach. Junge Leute können in Deutschland, Polen, Österreich, Kanada, der Tschechischen Republik und anderen Ländern studieren.

Hier habe ich meine Reflexionen über das Studium in Deutschland vorgelegt.

Deutschland ist ein hochentwickeltes Land mit qualitativ hochwertigen Waren und Dienstleistungen sowie der Bildung, die in der ganzen Welt bekannt sind.

Die meisten deutschen Universitäten sind öffentlich, aber auch privat. In Bezug auf integrative Bildung praktizieren dies nur 22 Prozent der Bildungseinrichtungen, was heute aktuell und wichtig ist [2]. Es ist interessant, dass es nach 11 Schuljahren der ukrainischen Schule unmöglich ist, sich an eine Hochschule in Deutschland zu bewerben, weil die Schulzeit in Deutschland 12 (manchmal auch 13) Jahre dauert [1]. Die Bewerber sollen zuerst an einer Hochschule in ihrem Land studieren.

In Deutschland gibt es viele Einstiegsprogramme. Für die Ausländer gibt es hier sogenannte Studienkollegs, wo die Studierenden beruflich und sprachlich auf den Zugang zu deutschen Hochschulen – Universitäten und Fachhochschulen – vorbereitet werden. Für die Zulassung zum Studienkolleg sind die Deutschkenntnisse mit dem Zertefikat-B2 zu bestätigen [3]. Die Ausbildung dauert zwei Semester und am Ende muss man die sogenannte Feststellungsprüfung bestehen. Das ermöglicht ein Bachelor-Programm an einer Universität oder Fachhochschule, das der Fachrichtung des Studienkollegs

entspricht. Noch ein weiteres Moment ist wichtig. Die Immatrikulation an einer deutschen Hochschule ist möglich, wenn das Sprachniveau des Bewerbers mindestens C1 beträgt.

Für die Zulassung zum Master in Deutschland wird nur die Studiengebühr bezahlt. Die Studiengebühren betragen zwischen 300 und 20000 Euro pro Jahr. Achtung: Bevor sich zu bewerben, muss geprüft sein, ob das Bachelor-Diplom in Deutschland gültig ist [4].

Es gibt auch viele englischsprachige Programme. An allen öffentlichen Universitäten in Deutschland ist das Studium auf Deutsch (fast) KOSTENLOS. Das Studium auf Englisch wird bezahlt.

Also ist das Studium in Deutschland recht real und einfach. Es gibt keine Eintrittsprüfungen, die Sprachkenntnisse auf höchste Nivea sind aber obligatorisch.

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**Vasylyshyn Khrystyna**

**Internationales Recht, 305**

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# INTERKULTURELLER DIALOG UND DIE SPRACHE

Der Interkulturelle Dialog ist bestimmt ein offener und respektiver Weg zur Annäherung, Auffassung und zum Erfassen unterschiedlicher Kulturen, der ermöglichen kann, Konflikte abzulenken und zu vermeiden. Der Interkulturelle Dialog ist auch eine diplomatische Fähigkeit, die einen Dialog zwischen Personen und Gruppen unterschiedlicher ethnischer, kultureller, religiöser und sprachlicher Herkunft und Traditionen herausbilden hilft.

Es ist wichtig darauf zu achten, dass der Interkulturelle Dialog von der Sprache direkt abhängt. Da die Sprache sich in der Kultur zeigt, bezeichnet gerade sie die Identität einer bestimmten Kultur bzw. eines Landes, darum eignet sich die Sprache am besten dafür, um einen internationalen Dialog erfolgreich zu führen [1].

Meiner Meinung nach sind der ID und die Sprache identisch, wenn die Subjekte von zwei Kulturen kommunizieren, um ihre Gedanken und Auffassungen wie Empfindungen auszutauschen.

Die kulturellen Unterschiede, selbst in Rahmen eines Landes oder einer Region, bringen sprachliche Unterschiede mit. Als Folge entsteht Bedarf am Interkulturellen Dialog, damit die Kommunikationen und diplomatische Beziehungen unterstützt und  kulturelle Identitäten geschützt werden.

Der Interkulturelle Dialog umfasst die Sprache, die Etikette, die Mimik, Sprachgewohnheiten wie Regeln und Traditionen der  Familien-, Gruppen-Gemeinschaftskommunikation [2].

Der Interkulturellen Dialog vermittelt uns, in welchem Land darf man nicht die Hand drücken, die Arme übereinanderschlagen, zu Besuch ohne Geschenke kommen oder das Trinkgeld dem Kellner lassen.

Also beschäftigt sich der Interkulturelle Dialog nicht nur mit den Problemen der Kommunikation zwischen Subjekten, sondern auch studiert und untersucht die Besonderheiten wie Seltsamkeiten einer bestimmten Kultur, um mögliche Missverständnisse und Konflikte zu vermeiden und  auch erfolgreiche internationale Kommunikationen weiter herauszubilden.

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## Секція французької мови

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**Information internationale, 408**
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## RELATIONS INTERCULTURELLES INTERNATIONALES DANS LE CADRE DE LA DIPLOMATIE CULTURELLE EUROPEENNE

Dans les conditions d'un renforcement des relations internationales, la culture est importante pour la compréhension entre Etats. Dans l'environnement politique et économique complexe d'aujourd'hui, la diplomatie culturelle influence grandement la résolution des problèmes de la sécurité nationale, la formation d'une image internationale positive, les communications efficaces au niveau international.

Dans les structures de politique étrangère de la majorité des pays, il y a des unités puissantes traitant des questions de relations culturelles. Par exemple, les entités non gouvernementales suivantes font partie des institutions diplomatiques: le British Council, les Instituts français, polonais, suédois, Goethe, le Centre culturel tchèque, etc. Les activités de ces institutions sont étroitement liées à la

diplomatie culturelle et ne se limitent pas aux activités diplomatiques. Leur objectif principal est d'établir des contacts culturels étroits avec le pays hôte, et ils considèrent les liens culturels non pas comme un complément aux liens économiques et politiques, mais comme un facteur déterminant des intérêts de la politique étrangère de leur pays [1].

La diplomatie culturelle a toujours joué un rôle important dans les relations des grands pays européens avec le monde extérieur car «la puissance économique et militaire peut leur donner une position de leaders sur la scène internationale, mais cela ne suffit pas pour gagner le cœur de la communauté mondiale» [2].

L'analyse du fonctionnement culturel de la diplomatie dans différents pays de l'UE permet d'identifier trois modèles européens traditionnels qui se caractérisent par la spécificité nationale des stratégies politiques de la France, du Royaume-Uni et de l'Allemagne [3].

Les Français sont traditionnellement actifs dans ce domaine. L'Alliance Française, largement connue, est l'organisme gouvernemental qui coordonne tous les travaux de promotion de la langue et de la culture. L'Alliance Française a des bureaux dans pratiquement toutes les capitales du monde et dans de nombreuses villes de province. Les fonctions principales de ces centres sont l'enseignement du français et l'organisation des expositions, des festivals de cinéma, des rencontres, etc. La diplomatie culturelle française vise à diffuser la langue et la culture françaises pour a) renforcer la position de la France dans d'autres pays du monde, b) assurer la domination permanente dans l'environnement politique et culturel des Etats francophones. En particulier, le Département de la coopération culturelle et de la francophonie de la Direction générale de la coopération internationale et du développement du Ministère des affaires étrangères de la République française élabore des stratégies pour promouvoir l'idéologie de la Francofonie (soutenir le multilinguisme en Europe, promouvoir le développement culturel, moderniser des institutions culturelles et éducatives) [4].

Le British Council utilise activement les dernières technologies et propose une large gamme de services d'information pour mettre en œuvre ses propres projets culturels et éducatifs dans les pays hôtes, en particulier le programme

Knowledge and Learning Centres, qui est le projet culturel et d'information le plus efficace. Le programme Think UK, qui vise à développer une image positive du Royaume-Uni à l'étranger, à améliorer la compréhension des activités politiques, économiques et culturelles du pays et à informer le public des principales réalisations, fait partie des principaux projets du gouvernement britannique [4].

Le gouvernement allemand déclare que la culture est un élément important de la stratégie de politique étrangère du pays contribuant à l'intégration politique de l'Europe dans sa dimension culturelle. La politique culturelle étrangère menée par l'Institut Goethe est l'établissement des liens politiques et économiques avec les pays d'Asie et d'Afrique à travers une coopération interculturelle avec la diaspora en Allemagne. Parmi les autres institutions importantes figurent la Deutsche Akademische Austauschdienst, Alexander von Humboldt-Stiftung, Inter Nationes et l'Institute for Auslandsbeziehungen, responsable des programmes de recherche internationaux, des échanges d'étudiants et du dialogue interculturel avec d'autres pays dans les domaines des activités culturelles extérieures de l'Allemagne [4].

La diplomatie culturelle est donc un élément important des relations internationales. Le renforcement des liens interculturels est facilité par les institutions culturelles des Etats ayant des bureaux dans le monde entier. Ces institutions contribuent à la diffusion des valeurs culturelles et linguistiques parmi les autres peuples. Les institutions mentionnées sont actives en Ukraine et remplissent efficacement leurs fonctions.

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**Droit international, 405**
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## L'EDUCATION SMART A TRAVERS LE PRISME DES DROITS DE PROPRIETE INTELLECTUELLE

L'enseignement supérieur moderne nécessite un personnel scientifique et pédagogique qualifié pour maîtriser et mettre en œuvre des méthodes d'enseignement et d'apprentissage innovantes basées sur le multimédia, des programmes d'information variés, des systèmes de transfert de connaissances. L'éducation SMART se révèle d'une grande actualité à cette époque où toute l'Europe souffre du coronavirus, à la suite de quoi on a annoncé la quarantaine en ordonnant à tous les établissements d'éducation de passer à l'enseignement à distance. Cependant, le personnel scientifique et pédagogique et les développeurs de programmes éducatifs SMART font face au problème de la protection de leurs droits de propriété intellectuelle, en particulier sur Internet. L'analyse de ce problème est donc pertinent.

Le concept de «SMART-education» a succédé au concept de «E-learning» qui signifie «formation électronique». E-learning est un système d'apprentissage en ligne sur ordinateur, formation en réseau, formation virtuelle utilisant les technologies de l'information, des communications et de l'électronique. Selon la définition de l'UNESCO, «E-learning» est une formation via Internet et le multimédia.

La formation électronique a engendré l'éducation SMART (Smart-education). Il s'agit d'une nouvelle philosophie d'enseignement appelée «apprentissage intelligent». Elle réunit des établissements d'enseignement et leur corps enseignant pour entreprendre des activités éducatives conjointes en ligne basées sur des normes communes, des harmonisations et des technologies. L'apprentissage intelligent est un apprentissage flexible dans un environnement éducatif interactif à l'aide du contenu gratuit venu du monde entier. Par conséquent, les connaissances deviennent largement disponibles.

En général, l'abréviation «SMART» comprend les composants suivants:

- Specific – spécification d'objet, autogestion;

- Measurable – objectif et résultats mesurables;

- Attainable – réalisme dans la réalisation;

- Relevant – pertinence;

- Time-bound – contrainte de temps.

Le but de l'apprentissage intelligent est de rendre le processus d'apprentissage efficace et pratique en le transférant vers l'environnement électronique, ce qui augmente le nombre de personnes qui souhaitent étudier n'importe où et à tout moment.

Avec l'introduction de l'enseignement à distance, de nombreuses universités utilisent déjà la technologie d'un colloque en ligne appelé «webinaire» qui présente des tableaux comparatifs, des présentations, des vidéos, etc. A l'aide des technologies Internet, le webinaire garde la caractéristique principale d'un colloque – l'interactivité qui assure une simulation des fonctions d'orateurs et d'auditeurs interagissant et communiquant ensemble dans le cadre du scénario élaboré [1].

Les cours collectifs ouverts en ligne (eng. Massive open online course, MOOC) deviennent une tendance mondiale dans le domaine de l'éducation. Par exemple, les cours MOOC du British Council sont disponibles sur FutureLearn, plate-forme d'apprentissage en ligne de l'Université ouverte du Royaume-Uni ayant plus de 40 ans d'expérience d'apprentissage à distance et d'éducation en ligne.

Cependant, en mettant ses cours sur Internet, l'auteur peut devenir victime de plagiat, de piratage ou d'autres actions liées à la violation de ses droits de propriété intellectuelle (du droit d'auteur à ces cours, avant tout). En Ukraine, les questions liées à la protection des droits de propriété intellectuelle sur Internet sont réglementées par la loi « Sur le droit d'auteur et les droits connexes » (1993), la loi « Sur la protection contre la concurrence déloyale » (1996), la loi « Sur les télécommunications » (2003), etc [2].

Le contenu moderne de l'éducation devrait donc se concentrer sur l'utilisation des technologies de l'information, mais il est absolument important de protéger les droits de ceux qui développent des programmes SMART, afin d'éviter la concurrence déloyale et d'assurer le développement favorable de la société.

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## COMMENT TROUVER DES AMIS ETRANGERS POUR LA COMMUNICATION ET POURQUOI EST-CE IMPORTANT?

On dit que les amis sont la famille que nous choisissons. Alors, pourquoi ne pas choisir des amis de nationalités différentes? Cela nous permettra d'acquérir

des compétences utiles et de développer des qualités nécessaires. D'abord, nous devons comprendre comment trouver des amis étrangers.

Dans le monde de la technologie moderne, la communication devient plus facile. Il n'y a plus besoin d'aller à l'étranger pour se faire un(e) ami(e). Bien sûr, trouver un(e) ami(e) sur place, c'est la meilleure façon de se lier d'amitié. Par exemple, lorsque vous voyagez, n'hésitez pas à parler avec un résident local, dites quelque chose d'intéressant sur vous, n'oubliez pas de prendre un numéro de téléphone, de créer des contacts immédiats.

Mais si vous n'avez pas la possibilité de voyager, tout en ayant le désir de communiquer et de pratiquer une langue étrangère, il y a beaucoup de programmes et d'applications différents sur Internet grâce auxquels la communication est accessible à tous. Voici une petite liste de programmes en question: Speaky, Friender, MeetMe, etc [1].

En outre, il y a des programmes d'échanges internationaux: AIESEC, Erasmus+, etc. Le programme Erasmus+ invite des étudiants et des jeunes diplômés à poursuivre leurs études à l'étranger, en vue de favoriser la coopération universitaire internationale et augmenter la mobilité académique, ainsi que de contribuer à la compréhension entre les hommes et renforcer le dialogue interculturel [2].

L'une des raisons principales de la communication avec des étrangers est la pratique linguistique avec des locuteurs natifs. Lorsque vous communiquez régulièrement dans une langue étrangère, votre communication devient plus facile, spontanée, dynamique et naturelle. Vous oubliez vos limites de communication, et cela vous encourage, motive, enthousiasme.

L'amitié avec les représentants d'autres nationalités et d'autres cultures est une excellente occasion de populariser votre propre pays. Si vous connaissez bien l'histoire et la culture de votre pays, n'hésitez pas à en parler aux étrangers. Informez le monde sur votre pays, c'est un vrai partage qui vous enrichira également.

La communication avec les représentants de différentes cultures vous aidera à devenir plus tolérant, vous apprendra à accepter les gens tels qu'ils sont

et à apprécier leur caractère unique. Dans un monde où les frontières entre les pays et les cultures s'estompent, une telle compétence peut être d'une importance inestimable [3].

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## LA MONDIALISATION ET LA LANGUE

Depuis une trentaine d'années, la mondialisation (ou globalisation) a transformé les relations entre les pays et a affecté tous les aspects de la vie en société. On parle souvent de la mondialisation comme un phénomène économique et financier mais le phénomène englobe un champ bien plus large que celui de la simple circulation des biens, des services et des capitaux.

La mondialisation est un phénomène complexe, profond et global. À ce titre, elle a donc une influence considérable sur la réalité des sociétés contemporaines et des conséquences marquées dans presque tous les domaines [1]. Bien-sûr, les conséquences les plus visibles de la mondialisation sont sans doutes celles qui touchent le monde économique. Par exemple, elle a entraîné une nette augmentation des échanges commerciaux et économiques, mais également une multiplication des échanges financiers.

Il n'en soulève pas moins des défis majeurs sur les autres domaines aussi. Ceux-ci concernent la place croissante de langues dominantes, potentiellement hégémoniques (actuellement l'anglais), le rôle qui sera dévolu à l'avenir à d'autres grandes langues, qui jouissent actuellement d'une diffusion internationale mais dont certains annoncent le déclin, voire la marginalisation.

Il y a très longtemps le latin jouait un rôle de la langue véhiculaire, cependant après la chute de la Rome ancienne son impact graduellement diminuait afin de laisser la place au français. Ou quelques siècles plus tard, environ après la Première Guerre mondiale, la langue française a cédé à l'anglais à cause de l'affaiblissement de France et de la montée des Etats-Unis. Ce fait nous montre que la position et l'utilisation de la langue sont fortement reliées avec le pouvoir et l'influence d'état qu'elle représente. Avec le déclin d'un va le déclin inévitable d'un autre.

La mondialisation affecte aussi, par contrecoup, la position respective des différentes langues dans d'autres sphères comme l'enseignement, la culture et les médias, y compris au niveau local toujours est-il que les processus liés à l'activité économique jouent dans cette dynamique un rôle central. En outre, ces processus ne sont pas sans conséquences sur d'autres plans encore, comme le devenir des langues régionales ou minoritaires et les modalités de l'intégration linguistique des migrants dans les sociétés d'accueil [2].

En gros, dans le contexte de la mondialisation il existe des langues plus importantes que d'autres ou considérées comme telles. Il y a un « marché aux langues », comme il y a des marchés aux fleurs ou aux légumes, comme il y a un marché monétaire : les langues se déprécient ou s'apprécient, elles ont une valeur, ou un poids. Ainsi on peut théoriquement choisir la langue que nos enfants vont étudier à l'école dans une liste plutôt longue, mais tous les parents ou presque choisissent l'anglais et leur choix dévalue les autres langues proposées dans le système scolaire. Ou encore, lorsque des participants à un colloque choisissent d'intervenir en anglais et non pas dans leur langue, ils dévaluent leur propre langue. Il y a donc une sorte de cotation des langues. De la même façon qu'il y a des monnaies convertibles, le dollar, l'euro, le yen, et

d'autres non convertibles, il y a des langues qui permettent de communiquer partout, l'anglais, l'espagnol, le français, et des langues d'usage restreint, local, non convertibles. Il y a donc une valeur marchande des langues. C'est là le principal et le plus important effet de la mondialisation sur les langues.

Ce phénomène aussi peu à peu efface les frontières parmi les langues, les cultures et les sociétés en les rapprochant. C'est pourquoi on voit et on entend de plus en plus les mots comme « e-mail (un courriel), «académique» (scolaire), «joke» (une blague), voilà les anglicismes. Les gens choisissent de les utiliser juste pour la simplicité et c'est compréhensible, néanmoins en faisant cela ils rendent leurs propres langues moins importantes en les dévaluant.

Le problème de globalisation est qu'elle considère la langue comme un élément neutre et transparent de transfert d'information. Ce n'est bien sûr pas le cas. Les langues sont aussi porteuses de culture et ne sont donc pas réductibles les unes aux autres. Du point de vue culturel, ils sont tous précieux. Chaque langue vaut toute autre langue en dignité, et dire que les langues sont toutes égales est alors une tautologie : toutes les langues sont des langues. Mais, socialement, elles ne sont pas égales, elles n'ouvrent pas les mêmes portes, ne donnent pas les mêmes débouchés, ne donnent pas accès aux mêmes carrières.

La mondialisation renforce donc les inégalités, particulièrement parmi des langues et ce pose un péril direct pour ceux qui ne sont pas assez utilisées ou influentes. Faut-il les protéger, comme on protège des espèces menacées? Ou s'interroger sur leurs fonctions sociales avant d'intervenir? D'une manière ou d'une autre, la mondialisation au 21$^{\text{ème}}$ siècle c'est un indicateur à ne pas négliger.

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