

personality. All of it will help to prevent the origin of offenses. However, all of it will become possible only during the provision of deserving terms of life of citizens. In the event of a successful achievement of this goal, lawfulness and law and order in our country will finally become firmly established, which will strengthen the status of democratic, legal, stable and prosperous Ukraine.

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INTERCULTURAL COMMUNICATION IN THE CONTEXT OF GLOBALIZATION

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

What is intercultural communication? It is defined as the study of communication between people whose cultural perception and symbol system are distinct enough to alter their communication e.g. In China, KFC’s slogan “Finger licking good” was translated as “Eat your fingers

off". Chevrolet attempted unsuccessfully to market its Nova compact car in Latin America countries. In Spanish "Nova" means "does not go" or "it does not run" [2]. In today's global scenario governments, organizations and companies are getting involved more and more. And because of globalization there have been the fundamental changes in questions who, where and why we do business and it is not limited by borders or distance. More and more people from the remote overseas places or from different cultural communities are chosen to run the organization. To secure success in today's globalized world a need for effective and clear intercultural communication appears.

How people communicate, manage, work together, approach deadlines, negotiate, meet, greet and build relationships are important aspects of intercultural communication within the context of globalized business or organization. It is becoming much more related on two aspects: businesses with a mix of cultures working together and businesses wanting to trade successfully abroad. It leads to bad presentation and lost deals if people are unaware of how to get along and get business done. For achieving business goals and higher profitability it is necessary to understand intercultural communication differences, manners, and etiquette, protocol and communication styles [1, p.17-31].

To achieve competitive edge it is necessary to know intercultural communication. It is necessary for people to get it right and get it right at the first time. Intercultural communication plays an important role whenever an organization looks for a new supplier, giving a presentation or negotiating a contract.

In conclusion, the need for intercultural communication skill is obvious – we are all working in an interconnected global economy and it is important to build good relationships with people from other cultures. Globalized world economy is having a positive effect on individuals and companies. People extend their interpersonal skills, flex their creativity and learn new ways of doing things when they are forced to think outside the box. It is necessary to build a good relationship with people in today's interconnected global economy which tells us that the need for intercultural communication is important.

Key aspects of intercultural communication:

Perception. The internal process by which we select, organize and interpret information from the outside world is known as perception. In other words, what we tend to notice, reflect upon and respond to in our surroundings is our perception and it is significant to us. Because of which no two person can have same perception of our surroundings. It is especially in the case if we interact with people who come from very different cultures different from our own. The way in which each one of us perceives the world is learned and is part of our own cultural experience. Certain kind of food or the responses like we have to go to the doctor is the judgement we make and we all react to these different events in the way our culture has taught. Our perceptions are culturally determined and in turn influence the way we communicate [4, p. 146-175].

Beliefs. The judgements which we make about, what is true or wrong, is known as beliefs. It is usually linked to objects or events that pose certain characteristics that we believe to be true with or without proof. E.g. we have beliefs about religion (God), events (meeting was successful), other people (she is friendly) or even about ourselves (I am hard working). Most of our beliefs are ideas about how things work, why things are the way they are, and where things come from. Many of our beliefs are concerned with providing an explanation for things which would otherwise be unpredictable or inexplicable, such as weather, death and romance.

Values. Values are defined as “an enduring set of beliefs that serve to guide or direct our behaviour”. It represents the norms of the culture and specify, for instance, what is good or bad, right or wrong, rude or polite, appropriate or inappropriate. In other words they provide us with a set of rules for behaving, making choices and reducing uncertainty. Like our perceptions and beliefs, values are learned and hence subject to interpretation. When we interpret behaviour, an object, or an event, we are applying value judgements, which reflect our particular culture.

In conclusion, the need for intercultural communication skills is obvious - we are working in the interconnected global economy and it is necessary to build good relationships with people from other cultures [3, p. 110-132].

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**CULTURAL DIFFERENCES AND
NONVERBAL COMMUNICATION**

Communication is a dynamic process with its ever changing roles of sending and receiving information, ideas, and emotions. There are two very important kinds of communication, verbal and non-verbal and relations between them are inseparable. Non-verbal communication keeps the major portion of the periphery occupied and in absence of it communication can never happen. In the era of caveman, just using nonverbal communication could help to understand the other person, but in present society both verbal and non-verbal forms of communication are needed to understand each other completely. We start taking lessons in nonverbal communication from the very beginning of our life, from parents and the society in which we live. There is a very common perception among people that for understanding any oral message we have to concentrate and subsequently be able to understand the nonverbal elements, but in reality nonverbal communication is not as easy to understand as it seems to be. Often it is misinterpreted and because of that wrong message is understood by the receiver. Another widely accepted fact states that by focusing upon the body