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INTERCULTURAL COMMUNICATION AS A MODERN TREND OF FORMATION OF INTERCULTURAL TOLERANCE IN THE EDUCATIONAL SPACE OF HIGHER EDUCATION INSTITUTIONS OF UKRAINE AND THE WORLD

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As a multifaceted concept, intercultural communication encompasses two main components – "culture" and "communication". It became popular when comparative studies of different cultures and their components began to be used in science. After all, the concept of "culture" has developed historically. Initially, it meant the processes of human development of nature, education and training, but from the second half of the XVIII century it begins to be seen as a special aspect of society, associated with the way of existence of human activity, and one that characterizes the difference between human life and other living beings. From the end of XIX – first half of XX century the achievements of anthropology, ethnology, structural linguistics, semiotics, and information theory began to be actively used in the study of cultural issues. [2, p. 138]. As a result, culture began to be seen as an informational aspect of society, as socially significant information that regulates the activities, behavior and communication of people.

The concept of "communication" also has many definitions, but it is often interpreted as a mechanism that ensures the existence and development of human relations, which contains all the semantic symbols, a means of transmitting them in space and preservation in time. Successful intercultural communication presupposes a person's constant readiness to perceive, understand and accept other people's ethnic stereotypes of behavior, peoples, customs, interests, cultural values, etc.

Experience has shown that many problems in communicating with other cultures arise from misunderstandings of each other's behavior, when people in a certain situation expect a certain behavior, and not waiting for it, come to erroneous conclusions about the culture with which they communicate. So, it is

very important to convey to students the stereotypes of behavior characteristic of a culture, which, on the one hand, help the individual to navigate in situations that do not require responsible decisions, on the other – stereotypes as a fixed form of prejudice play a negative role to assess the contradictions that arise during the development of social relations, the ambiguity of people's actions. [3, p. 55]. It is important to use "applied methods of intercultural communication, namely: 1. method of interactive modeling, which focuses on the conscious reproduction of various individual and group situations of intercultural communication. Due to this, the intercultural and emotional energy of the participants of the educational process is directed to the analysis and assessment of situations. 2. The method of stimulation is to artificially create a specific situation of intercultural communication and predict possible options and results, based on different points of view and aspects. An important feature of this method is the mandatory creation of conditions for cultural creativity, because creativity is the main activity of its participants. 3. The method of problem situations is to organize such situations in which there is a transformation of intellectual and ethical problems into emotional ones.

As a result, participants understand the lack of tools used, find in collaboration with the teacher the necessary material to overcome difficulties, independently set tasks to develop their own capabilities, which are necessary to develop an appropriate strategy in an indirect or direct situation of intercultural communication. The question as for forming of intercultural communicative competence is very actual, after all it will allow representatives of national communities to adapt more successfully and also to work in the polyethnic environment of Ukraine. [1, p. 43]. The priority directions of education development have been defined in legislative and normative documents, which provide successful interaction in all spheres of life. Thus, future social educators must be prepared for intercultural communication with representatives of other nationalities, able to conduct dialogue and respect cultural differences, the ability to find solutions based on the principles of tolerance determines the level of intercultural competence of the specialist. It is intercultural competence that should become one of the most important characteristics of a specialist, which means a set of professional qualities, including theoretical knowledge of national cultures, psychological properties (openness, flexibility, tolerance, willingness to work with other cultures), and practical skills of effective intercultural communication.

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LEARNING ENGLISH WITH CARTOONS

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For a lot of people, there is one best way to learn English and excel quickly. But for fun-seeking learners, not all learning experiences should be stiff and result-centered. There should also be a way to learn while stimulating creativity and facilitate fun experiences. With the proper utilization of available materials, you can have fun and education at the same time. It is possible to learn English with cartoons and make your study entertaining.

Learning English via watching cartoons can have varied results for different kinds of learners. But at the end of the day, It will all boil down to your show preferences and the level of English you already know. For this reason, cartoon shows are excellent learning materials for learners with basic English knowledge. The learner doesn't have to learn advanced English to appreciate cartoon shows.

Films and moving motion (animated or not) creates a more motivating and more enjoyable learning experience. It also helps in showing authentic and varied language usage, according to the British Council. So if you're new to English or want your kids to learn the language at a very young age, studying via cartoons is worth your consideration. So you've decided to watch a children's cartoon to improve your English. That's a great idea! Here's Voice actors on cartoons enunciate clearly. That means they pronounce their words well so that everyone can understand them.

- Many children's cartoons focus on social interactions, so you can hear some real world conversations and phrases.

- Children's cartoons use words that are simple enough for low level English learners to understand, but also throw in plenty of challenging new words for more advanced learners.

- If you're watching a show for very young children, these shows are often repetitive – they repeat words, phrases and even whole sentence structures.

- They're usually short, about 20 minutes long. Sometimes each episode is split into two halves of 10 minutes each.

- There are cartoons that are made specifically for learning new words and phrases!

- Cartoons are perfect if you're looking for a fun way to learn. And speaking of fun...

- They're fun to watch!

Here some new cartoons for learning English for children and parents