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INTERCULTURAL COMMUNICATION IN THE CONTEXT OF DIGITALIZATION

Introduction. Social diversity is fully represented in modern conditions. Taking into account the active development of the digitalization process and the introduction of new technologies, culture acquires a new look due to various traditions and motives of modernity, and therefore cultural boundaries are being erased.

The complementarity of cultures is an important stage of the information society, which contributes to the establishment of interethnic relations, but can lead to misunderstandings and conflict situations.

Of course, the Internet space also has its own borders, in which the problem of preserving the belonging of the nation also takes place. That is why the network society requires special study, taking into account its impact on intercultural interaction.

Main part. 1. The essence and concept of intercultural dialogue

The dialogue of cultures can be considered as "a specific mechanism for the translation of cultural meanings, in order to identify the properties of which it was necessary to identify the essence of the formation of meanings, personal characteristics of thinking, and features of human consciousness" [1].

The German scientist G. Malecke gives a comprehensive definition of intercultural communication: "We are talking about intercultural interaction and intercultural communication when communication partners are representatives of different cultures and are aware of this, i.e. when there is a mutual feeling of the partner's 'alienness'. Intercultural relations mean all relationships whose participants use not only their own coding system, norms, attitudes and behaviors adopted in their native culture, but also encounter other encodings, norms, attitudes and everyday behavior" [2].

The birth of each person already presupposes generic identification with a certain cultural environment. The dialogue is realized through interaction and communication of various cultural strata of the population, due to which certain patterns are traced that affect the communication process and its members to varying degrees. Intercultural dialogue presupposes the presence of different national representatives, who are characterized by their cultural characteristics, the exchange of which helps to express themselves and focus on the individual type of personal culture, which cannot be ignored. It must be considered in combination of several factors, what is the culture of the family and its way of life, moral and value relations in it, social and political interests, which is why the general appearance of a particular national culture is formed. The interaction between ethnic groups/nations is also significantly influenced by the type of culture that has developed in each of them, its open or, conversely, closed, closed nature, readiness for innovation, renewal, stereotypes, etc. [2].

The basis of intercultural dialogue is the priority of universal values. But the main obstacle to dialogue may be the different orientation of these values [3].

The structure of intercultural communication depends on the approaches and criteria used to determine its content. It is generally accepted to identify the following structural components of intercultural communication:

1. Message creator (communicator).
2. Recipient (recipient of the message).
3. The subject of communication and the message displaying it.
4. Means of communication (the code used to transmit a message in symbolic form, and the channel through which the encoded message is transmitted from the communicator to the recipient).
5. Result of communication (change in behavior or internal the state of the recipient, which occurs as a result of receiving the message) [2].
6. Noise (distortions in the communication process that prevent the achievement of a given result).

The multinational dialogue of cultures stimulates the development and flourishing of culture, taking into account past events that have directly contributed to the formation of the current view, becoming objects of interaction.

The development of civilization would be impossible to imagine without the process of communication — dialogue. Cultural interaction is an integral element of all spheres of human activity, since it involves the development of socialization skills due to communication contact, and also assumes the fact of mutual understanding between people. In the context of the active development of digitalization, the network space is the most convenient and suitable platform for the implementation of intercultural dialogue with all its features.

2. Dialogue of intercultural spaces in the context of digitalization of modern society

Today, the Internet plays a special role in the life of every person, due to the conditions of digitalization of modern society. The network space has long been more than a means of interconnection for a person, but this function is still the most important. Internet culture has its own characteristics, but it also involves the unification of other cultural strata among which some restrictive limits of age, race, beliefs are erased, allowing you to actively declare intercultural interaction using a variety of communication and interaction options.

However, do not forget that the glut of global networks also takes place, but this does not limit social interaction within the framework of Internet platforms, uniting the most diverse segments of the population, taking into account their individuality. Thus, intercultural interaction can be considered one of the full-fledged cultures of the network space, where virtual reality opens up unlimited communication possibilities.

A key negative feature of communication in the information space is the blurred boundaries, which are completely erased, which contributes to the loss of the unique meaning of intercultural dialogue. That is why it is necessary to pay special attention to improving the process of social interaction, taking into account individual cultural specifics.

Undoubtedly, global networks and new technologies make it possible to preserve the original cultural appearance, which is important for intercultural spaces in the process of communication, but symbolism loses its importance, which can lead to conflict situations.

In this regard, it is worth paying official attention to the language through which the fact of communication is realized. This is the main communication conductor in real life, but in virtual life it remains no less significant, despite the popularization of emojis and other interaction options, it also remains a carrier of information and symbolic visualization to create a comfortable level of social connections. Computer communications allow a person to see culture in the unity of diversity and perceive the best in transnational, national and ethnic cultures [3].

Thus, the global network is a platform of unlimited possibilities, on the basis of which the process of dialogue between intercultural spaces is perfectly implemented in the context of digitalization, transforming the usual system of interaction into virtual reality, erasing the geographical, political and other boundaries of participants.

Conclusion. Modern society in the context of digitalization today acquires a special semantic significance due to the multinational cultural reality, which stimulates social development and improvement of the communication process. The global network provides many platforms for the implementation of a completely new type of interaction between intercultural spaces, thanks to which new perspectives open up to society.

It is impossible to overestimate the social importance of Internet resources in modern realities, which allows you to communicate in a convenient format anytime, anywhere with absolutely anyone, which in turn can be characterized in terms of demand for the quality of convenience and accessibility.

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ENGLISH AS THE WORLD LANGUAGE AND THE LANGUAGE OF THE SKY

Introduction. Why is namely English considered to be the most widespread language in the world and also the language of the sky? Today, English has become an international language and is the most widely spoken in the world. More than 400 million people speak English as their mother tongue, 300 million use it as a second language, and another 500 million have some knowledge of English.

One of the key reasons for the significance of the English language was its role as a lingua franca among European explorers and traders during the Age of Great Geographical Discoveries. Moreover, the spread of the