Всі розглянуті вище сервіси та інші системи відеоконференцій для локальної та глобальної мережі (Vidyo, Amazon Chime, VideoGrace, OpenMCU, СберМитап, MCU Media Server), дозволяють забезпечити перш за все, ефективну міжкультурну комунікацію засобами інформаційно-комунікаційних технологій, що є вимогою сьогодення для кожного, хто працює в різних країнах або регіонах. Важливо точно і належним чином передавати інформацію. Керівники та співробітники транснаціональних компаній, які працюють у своїй країні або за кордоном, особливо часто користуються сучасними розробками для міжкультурного спілкування та взаємодії з міжнародними клієнтами та працівниками. Зауважимо, що міжкультурна комунікація, опосередкована засобами інформаційно-комунікаційних технологій є основою успішного міжнародного бізнесу в сучасному інформаційному просторі.

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THE PLACE OF INFORMATION TECHNOLOGIES IN THE PROCESS OF FORMING THE COMMUNICATIVE COMPETENCE OF STUDENTS

Today, during the widespread development of information technologies, one cannot underestimate their role in the process of forming the professional competence of future specialists. More urgent than ever is the problem of the formation of intercultural communicative competence of students using modern information technologies. A special place is occupied by the analysis of the concepts of "information technology", "intercultural communicative competence" as well as their relationship. Within the framework of this study, the place of information technologies in the process of forming the communicative competence of future specialists is determined, their structural components are presented, as well as ways of forming each component of this competence by means of information technologies.

Information technology (IT) uses computers to store, manage, and transmit and receive data or information. In the context of business use, unlike personal entertainment technologies in general communication and IT technologies still have to consider surplus information. It is account information technology (IT system) for information systems, communication systems or more precisely computer systems (including all hardware, software and peripherals) managed by a limited group of users. Rapid globalization is manifested both in the liberalization of the world economy, the interdependence of the economy and security of all countries, as well as in the global informatization of society. The basis of socio-economic development of the information society is not material production, but the production of information and knowledge. For any country, the degree of its economic and technological development, the welfare of society is proportional to the average level of knowledge, skills, abilities and qualifications of its active population. With the development of information technology, their role and use in education is growing. Open online courses of MEPs and media education are becoming a global trend in the field of education. The authors emphasize that the introduction of new learning technologies and their perfect mastery require a certain internal readiness of both teachers and graduates for serious changes that meet the conditions of a rapidly changing information society [1, p. 62].

Today, without the widespread use of distance learning, educational institutions cannot win the competition in the market of educational services and provide training for qualified professionals at the current level. The training of young professionals often does not meet the demands of business: they can start real projects only after three or six months of additional training after graduation. The fact is that in recent years, technical sciences in Ukraine are not developing as fast as the market needs. Yes, graduates have serious basic knowledge, developed an analytical approach to solving problems, but modern technical tools they often have to learn on their own. First of all, young professionals lack practical skills to work on projects, knowledge of modern tools and methods of software development or testing [2, p. 77].

We believe that the problem of the formation of students' communicative competence using modern information technologies occupies an important place in modern education, and the results of the study have a clear understanding of the fact that information technologies in the process of forming the communicative competence of future specialists are a key component of this competence of future specialists.

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APHORISM AND ITS FUNCTIONS IN THE MODERN ENGLISH LANGUAGE

From an etymological point of view, the aphorism comes from Greek, where "aphorismos" means to distinguish or define. The aphorism is part of a category of concepts with which it shares certain group characteristics, such as the axiom, the proverb, the cliché and the epigram.

The broad definition of an aphorism is an original thought spoken or written by an author in a concise and memorable form. The fact that it can be expressed both in writing and verbally is linked to its authorial nature. The concise form of the aphorism has to do with its minimalist nature. Using an aphorism, a person tries to express as much content as possible in the minimum form; this expresses its laconic mode or simplicity [6, p. 2268].

The memorable form of the aphorism is determined by the poetic nature and concision of the thought. Its concise form offers it the opportunity to be easily remembered. Due to its memorable nature, the aphorism is frequently quoted when the situation "requires it" [6, p. 2268].

There is no consensus among researchers on the number and classification of functions of aphorisms. However, the vast majority of researchers identifies the following functions of aphorisms [2, p. 57]:

– **communicative.** This function is essential because it provides transfer of information from the author of the aphorism to its imaginary addressee through the text. It can be realized through conditional and narrative sentences that reproduce some wise thought. Aphorisms that implement this function are structurally and semantically closest to proverbs: *People will lose faith in us only if first we lose faith in ourselves* (T. Blair).

– **nominative.** Aphorisms aimed at realizing the nominative function, allow the author to give new original names or definitions to long-known things. Expressions of this type tend to