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LOST IN TRANSLATION: HOW COMMUNICATION CAN SOLVE PROBLEMS

At present, it is impossible to imagine the life of people without communication. Every day people solve global problems, argue, make responsible decisions and simply exchange information through the means of communication. So, what is communication? According to Glotman, it is defined as the process of exchange between individuals in which they send and receive messages that have some effect. This process is said to help people to satisfy their communicational needs with [2, p. 5]. Communication covers a special type of relations between subjects, where assistance or opposition, agreement or contradiction, empathy or emotional deafness are found. For communication to be successful, the differences that may be associated with language, customs and culture must be recognized and treated with respect. Everyone is different, but with patience, differences can be overcome.

It is important for people to understand the potential problems of intercultural communication and consciously try to overcome them. At the same time, it should be borne in mind that it is not always possible to avoid them, no matter how hard we try. Therefore, one must be prepared for various kinds of communication complications caused by an incomplete or inadequate understanding of the specifics, some of the nuances of the culture with which the representative is communicating. Excessive confidence in your knowledge in this case can lead to negative results. In the conditions of intercultural communication, the system of meanings, at least in terms of their cultural aspect, will have fundamental differences for a representative of this linguistic society and for someone who uses the language as a foreign one. Therefore, the *topicality of the research* into lost in translation is beyond doubt. It shows how communication can solve problems and highlights the role of communication in multicultural discussions. The goal of any communication is to achieve some result, whether it is an agreement between the interlocutors or a simple satisfaction of the need for communication. Hence, communication is an integral part of the multicultural process.

The main goal of the research is to observe problems which can appear in the process of communication and how to deal with possible consequences if this process goes in the wrong way. A person learns the world around them and other people through communication. Most of what is a person's life experience, they learn from communication with other people, so communication is an essential aspect of human life.

Researchers claim that successful communication has to include two things: intent and understanding [4, p. 5]. To become a master of communication, it is important to develop a wide variety of skills: oratory, facial expressions, negotiation skills, the ability to manage conflict, voice and gestures.

Gudykunst points out that to start a communication “both sides of this process have to mutually recognize interaction to share and exchange messages” [3, p. 4]. But in dealing with a foreigner, the situation is slightly different. You need to start from the most important thing – before starting a conversation, make sure that the information that you convey to your counterpart is crucial and understandable, because spontaneous words are just a way to express your emotions, important only to you, which may not appeal to the person with whom you are trying to negotiate. When you have thought over and briefly formulated your thought, choose simple and precise words that are

understandable to the widest possible range of English-speaking foreign users, so you will not only avoid misunderstanding, but also help your interlocutor(s) to give you comprehensive information in response, as a result, thus the result of this information exchange will be a successful one. Further in the course of the conversation, adhere to the same principle of selecting proven vocabulary and listen carefully to the interlocutor, asking clarifying questions as necessary.

The interest to the problem of intercultural communication at the present is preconditioned, first of all, by social and economic factors. For instance, *The International Journal of Peace Studies* says that international communication helps to resolve a conflict and also could save nation from suffering if their government is deaf to their needs. Also, with help of international organizations communication saves lives. It is claimed that thanks to intercultural communication the situation in Egypt in 2013 was not as bad as it could possibly be [5].

Summing up, communication may be seen as a really useful tool in multicultural discussions. Understanding in the context of intercultural communication encounters a number of difficulties associated not only with possible distortions of information, but also at the level of meaning, in which the socio-cultural belonging of a person to the corresponding society is manifested.

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«THE CRACKED PLATE» КОРОТКИХ ОПОВІДАнь ФРЕНСІСА СКОТТА ФІЦДЖЕРАЛЬДА

Френсіса Скотта Фіцджеральда цілком справедливо вважають однією з центральних літературних постатей Сполучених Штатів Америки 20-тих років ХХ століття. Він увійшов в історію як культовий митець своєї доби, який мав далеко не легке життя. Фіцджеральд й донині залишається найяскравішим представником руху під назвою «втрачене покоління», назва якого найбільш влучно відображає когорту талановитих людей, яким так і не вдалося справитися з жахами Першої світової війни та згодом з періодом економічного занепаду. Відчуття втраченості, дезорієнтованості та безцільності значною мірою позначилися на творчому доробку письменника, який порівнює себе з розбитою тарілкою в збірці есе «Крах», опублікованою вже після його смерті.

Актуальність дослідження зумовлена необхідністю детального розгляду коротких оповідань Ф. С. Фіцджеральда, кожне з яких віддзеркалює фрагмент авторської картини світу.