

- barriers of non-authority – the low authority of the communicator [1;4].

Another barrier is a barrier to worldview, which is explained by different views on life.

Interpersonal barriers describe problems of psychological climate, values and negative attitudes of participants in communication, lack of interest of participants in the communication process to each other and to the message, while organizational barriers are presupposed by problems related to the remoteness of the participants in the communication process from each other; with specialization of tasks.

Economic, geographical, and time barriers are connected with time and money resources problems, different locations, and the impact of time on receiving messages.

Problems of channels and means of information dissemination are connected with the congestion of communication channels and the problem of conflict between ways of transmitting information [4].

The primary way to overcome such barriers is to develop intercultural awareness and understanding that all cultures are unique and possess their peculiar values.

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INTERNATIONAL COMMUNICATION FOR GLOBAL BUSINESS

Today, connecting with people from different sides of the world is easier than it was a few years ago. International communication is directly affected by globalization and helps to increase business opportunities and remove cultural barriers. Both globalization and global communication have changed the environmental, cultural, political, and economic elements of the world. Chong (2020)

stated that a key concern of modern international businesses is how they can manage communication across borders, especially when using English as a lingua franca [1]. The massive development of international business includes international supply chains, multinational teams, virtual distributed teams, international joint ventures, and mergers. Successful communication in international organizations involves and offers strategies that business English and management trainers can use to improve communication in multinational teams and with clients or partners [1].

Many businesses sell goods around the world. However, different countries and cultures unintentionally create communication problems for business. International business practices help maintain these complex business relationships. Poor communication practices lead to business losses and even international tensions between countries.

The advantages of global communication can be numerous. According to Purba (2021), the most important major benefits for business are the following [3]:

1. More markets to reach: With just a webpage or smartphone, you can expand your market of potential customers to nearly everyone in the world.

2. More suppliers to access: If you can legally import products from a country, every manufacturer there is a potential supplier.

3. More talent to hire: No longer are you limited to the talent pool in your city or town. You can hire remote workers anywhere in the world.

4. More ideas to harness: If someone in Singapore has figured out a better way to make widgets and to sell them to millennials, you can adopt those ideas for your business, provided you know about them (p.4).

However, there are a lot of challenges in International Communication [3].

1. Governmental barriers. Just as governments can restrain global trade with tariffs and embargoes, they can restrict communication to other countries with limited access to the internet.

2. Language barriers. As good as Google Translate may be, the subtleties and nuances of a language and its regional variations are still elusive unless you are fluent in a language.

3. Cultural barriers can also cause significant problems in business communication (p.4).

Thus, the increase in global trade transactions has resulted in integrated cultural exchanges, new cultural partnerships, and unique cultural interactions. According to Rudd, one effect of increasing multicultural interactions is a change in homogenous cultures or, indeed, nations. A new culture of world trade is born. [4, p.154] The author stated that Intercultural communication competency grew out of the interpersonal communication competency research and the contextual distinctiveness of the intercultural interaction is a unique communication competency issue. Communication will be at the forefront of getting and staying at the international negotiation table. However, as the marketplace has advanced and the cultural boundaries have blurred, the reliance on cultural norms to provide the guideposts for behavior is less effective, even, perhaps, completely ineffective. [4, p. 249].

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POLITICAL SPEECHES: THE ART OF LANGUAGE MANIPULATION

It is evident that language may have a strong power in contemporary world. It helps to influence people's minds, manipulate their opinions, and provoke their thoughts. Speaking about politics, language is a tool to win elections, demonstrate opposite views on the same issue, and even cause a strong misunderstanding on vital problems.

No need to say that one of the key fields to study in cognitive linguistics is that of figurative language and metaphors usage. Recent studies have been dedicated to this problem in political discourse. Though the term "political discourse" has been treated differently starting from the concepts of human interaction or political rhetoric, key focus has been put to products of the discourse of politics. By that we mean political speeches, election campaigns, reporting political activity in the media, and public statements [2, p.417]

It is interesting that most political speeches have become rather aggressive and negative in their nature. They clearly show what the candidates' priorities are and what they are associated with. In American discourse political leaders often demonstrate that they are concerned with foreign oil, national security and business which they see as all being closely interrelated. That was a vision of John McCain. He wanted people to view him as their friend and as an ally against foreign threats. In his speeches he "metaphorically summoned the future into being by calling onto an undetermined actor to realize his claims and then humbly proposed that leadership was a privilege bestowed by the people" [1, p.85]. The scholars payed attention to McCain's evocation "Let it begin now". They treated it partly as "a command and reminiscent of prayer in religious discourse" [1, p.85]. It is still unclear what the true meaning of this statement was. It can also be treated as a language manipulation. Is it a command of a former officer, or a strong statement of a possible future President of