the country. Also it is still unclear who the agent of the statement is. Anyway, the politician's goal was to secure his position of a representative of a conservative party. The commander-in-chief and a devoutly religious man images were both important to demonstrate his potical party preferences [1, p.85].

So, in today's globalized world political speeches become more and more figurative. Political metaphors contain words' ambiguity and dual nature of statements. Sometimes we really doubt if language manipulation was not meant as a double-edged sword to distort the general picture and justify certain actions of the politicians.

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# INTERCULTURAL COMMUNICATION AND DIGITAL TECHNOLOGIES

Growing acquaintance of people with cultures other than their native culture is one of the essential features of present times. The process of globalization helps to understand that communication between different cultural systems is an essential element of the modern world picture. The processes associated with globalization involve regular contact between different cultures in other areas. This situation requires the solution of practical problems and problems of acculturation of the representation of one culture in another cultural community. Intercultural communication remains an issue in the current conditions of the quality of higher education. It contributes to the formation of professional and communicative competence of future professionals. Among foreign and Ukrainian researchers who consider intercultural communication issues are Z. Hasanov, V. Zasluzhenyuk, S. Kucheryan, V. Miroshnychenko, O. Zhornova, S. Nieto, T. Rulker, and others [2].

The term "intercultural communication" refers to exchanging knowledge, ideas, thoughts, and emotions between people from different cultures. In 1972, American scholars Larry Samovar and Richard Porter put forward the first definition of intercultural communication in their book *Intercultural Communication*. According to this definition, intercultural communication is communication in which the sender and recipient belong to different cultures. Intercultural communication is a complex and complex phenomenon that includes separate areas and forms of communication among individuals, groups, and countries belonging to other cultures [1].

An intercultural communication process is a specific form of activity that involves knowledge of foreign languages, material and spiritual culture of others, religion, values, morals, worldviews, etc., which determine the patterns of behavior of communication partners. A combination of these two types of knowledge – language and culture – can ensure effective and fruitful communication and is the basis of effective intercultural communication.

The topic of intercultural communication is interaction at different levels, with different audiences, on a bilateral, multilateral and global basis. The aim of intercultural communication should be to create conditions for the development of constructive dialogue comparable to other cultures.

Modern technologies significantly influenced intercultural and business communication [3, 4]. IT gadgets improve communication. For example, the advent of smart phones has changed business communications. Emails help communicate with the team during videoconferences, exchange documents, etc. In addition, online meetings provide a variety of videoconferencing software. IT tools, smart gadgets, software, and applications help develop projects online in intercultural teams.

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## INTERCULTURAL COMMUNICATION: CONDITIONS OF THE WAR

Problems of intercultural communication were always relevant especially in global term of integration and development of international relationships.

Development of intercultural communication occurs in various areas of human life such as business, traveling, sports, interpersonal contacts, international trade, tourism etc. In addition, the social, political and economic processes that have taken