

Transformations play an essential role in the translation process since they help to adapt lexical, grammatical, and stylistic features of English news reports into the norms of the Ukrainian language.

To adapt these features of English texts to the norms of the Ukrainian language and ensure English-Ukrainian translation quality, translators should apply diverse stylistic and lexico-grammatical translation transformations, which contribute to adequate reproduction of the author's communicative intention. For instance, transcoding, loan translation, explication, generalization, descriptive and antonymous translation, as well as permutation, addition, omission, replacements, etc.

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IMPACT OF GLOBALIZATION ON CROSS-CULTURAL COMMUNICATION

During the last decades, we have been observing a great impact of globalization on our life. However, the development of this phenomenon started in the 18th-19th century, with the spread of the industrial revolution in different countries since ways of transportation and communication became easier. Also, the occurrence of such processes is connected with the formation of colonial empires. The term globalization was first used by T. Levitt, who published the article "The Globalization of Markets" in *Harvard Business Review* in 1983. The researcher described globalization as the process of merging markets for goods [1].

Depending on the sphere, globalization has different definitions. Economic globalization is the increase of intense economic ties which form global economy. Political globalization means the growth of the worldwide political system. Thus, we can state that globalization is the process of interaction and integration among people, companies, and governments worldwide[2].

Cultural globalization is one of three (others were mentioned above) dimensions of globalization. Everyday life provides such examples. Some cultural aspects like food, religion, or languages like Korean or others are spreading around the world. Today, buying Turkish sweets or learning the Italian language is very easy with the help of the internet.

The next years are likely to demonstrate the acceleration of cultural globalization, probably with more visible trans culturalism with the direction of American (West) culture. However, this is also a field of a possible "battle" [3]. In the future, we can observe a real conflict between West and East cultures.

With the development of cultural globalization, cross-cultural communication has become one of the most crucial studies [4, 5]. It is not a surprise since globalization means diversity of communication.

For instance, an increase in cultural diversity can be currently observed in many cities of Ukraine. People migrate for better conditions of living or studying in Ukrainian universities. The list of reasons could be endless. And all these factors make us learn how to communicate properly with the representatives of different cultures.

The matter is not only in language. Even when both parties speak the same language, cultural differences can still be the reason for misunderstandings. Diplomats know the real importance of basic knowledge of cross-cultural communication. Ethics, gestures, speech tempo, attitude to social status, clothing style – all are important. A mistake, in this case, can be the loss of good relations with the country of residence of the diplomat. And we also can make an association with ordinary life. Without cross-cultural understanding among staff, a company can lose revenues. Thus, cross-cultural communication is a key to good relations between different people.

Unfortunately, nowadays, we see some cons of intercultural communication. The reason is related to one of the disadvantages of globalization. It is the suppression of some minority cultures by the majority. And in this case, cross-cultural communication is a tool for that because some minority cultural groups have to accept the superior culture.

Consequently, in the upcoming years, we will be able to see an increasing amount of research about intercultural communication and its impact on the world; it will be connected with the development of intercultural communications and globalization. Also, now we can see the formation of trans-culturalism and cross-cultural communication will take part in this formation.

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