

The well-known psychologist Maslov helped us define fundamental human needs. Apparently students nowadays can help us gauge Global Trends, yet unknown.

It is of the essence to proceed with this research. *Who would not like to have the answers coming to him, without knowing how or why*, as Albert Einstein put it?

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## **THE APPLICATION OF INTERPERSONAL COMMUNICATION SKILLS IN INTERCULTURAL BUSINESS COMMUNICATION HELD VIA E-MAIL**

A phenomenon illustrated by a famous metaphor that we now live in the global village, presented by media expert Marshal McLuhan in 1967 [5, 2001], is now clearly manifested in the explosion of computer and communication technology. The Internet with high-speed broadband connection appears to be the most revolutionary advancement in this area since it provides an endless possibility of getting instantly connected, and sharing huge amounts of information, with people from around the world [4, 2010].

It is common knowledge that e-mail has become widely used as preferred medium in international business communication. E-mail has overwhelming advantages as it presents lesser time pressure in comparison to synchronous meetings being held via phone, videoconference, or face-to-face meetings [9, 1997]. This gives the receiver time to consider the meaning of the message and prepare an appropriate response. It also makes it easier to ask for clarification of a message without losing face, which could be the case when doing so in the course of phone or face-to-face communication (i.e. admitting that we cannot understand something can be embarrassing) [2, 2002]. Since English is used as *lingua franca* in business communication, the problems with lack of language skills may obviously be alleviated by using E-mail. In view of extensive global business communication being held via e-mail between people from distinctly different cultures, it is essential that failures be reduced to a minimum, as they may put an end to potentially prosperous business opportunities [7, 2012]. Regrettably, a significant number of business people fail to adequately deal with an intercultural assignment, has been indicated by a study showing that up to 20 percent of managers in the USA on temporary international assignments failed to follow the principles of intercultural communication [3, 2010]. Therefore, we should bear in mind that, when using this medium, we are bound to face several inevitable obstacles such as: cultural

differences, the limitations of the email messaging as opposed to face-to-face communication, and the frequent errors resulting from the lack of interpersonal communication skills. According to the research commissioned by the National Centre for Languages in Britain, the following six personal characteristics are prerequisite for successful intercultural communication: tolerance of ambiguity, behavioural flexibility, communicative awareness, knowledge discovery, respect of otherness, and empathy [8, 2012]. The possession, or lack, of these qualities has an inevitable impact on the efficiency of e-mail intercultural business communication. Since e-mail communication is devoid of all non-verbal communication clues such as: body language or paralanguage [1, 2009], it is vital to adopt a sympathetic policy when emailing. It is highly recommended to keep the e-mail text simple and concise, use short sentences, avoid slang and idioms, use lists instead of paragraphs, and state clearly our expectations [8, 2012]. The most critical skills which highly contribute to successful e-mail communication are: composure, coordination and expressiveness. Composure is revealed in self-confidence and control of our feelings and behaviour, whereas coordination is displayed by answering the e-mail messages promptly and accurately. In computer environment, the skill of expressiveness is of a special importance as it brings the emotional aspect into an electronic message. This skill is often presented by using a system of symbols in the form of emoticons and acronyms, being a sort of personal signature, indicating our personal characteristics, or our current mood. They are rooted in the natural human need to express feelings (6, 2001). While conducting e-mail intercultural business correspondence, we also should avoid pompous language, or language showing nervousness about making reasonable business requests, not to mention making clumsy attempts at humour.

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## **PERCEPTION OF GENDER INEQUALITY AND PUBLIC ATTITUDE TO GENDER PROBLEMS IN UKRAINIAN SOCIETY**

The Constitution of Ukraine defends the principle of equality between men and women: Equality of the rights of women and men is ensured: by providing women with opportunities equal to those of men, in public and political, and cultural activity, in obtaining education and in professional training, in work and its remuneration; by special measures for the protection of work and health of women; by establishing pension privileges, by creating conditions that allow women to combine work and motherhood; by legal protection, material and moral support of motherhood and childhood, including the provision of paid leaves and other privileges to pregnant women and mothers (Constitution of Ukraine, Article 24).

Besides, Ukraine has ratified and adopted international treaties relating to women's rights, such as «Convention on the Elimination of All Forms of Discrimination against Women», «European Convention on the Protection of Human Rights and Fundamental Freedoms», «International Covenant on Civil and Political Rights», «International Covenant on Economic, Social and Cultural Rights» and others. But as it is stated in Kisselyova and Trokhym research, «in practice international laws are not implemented, and judges and other officials are not aware of them, or not bound by them» (p. 7). The authors are certain that «it is very difficult to use constitutional and international law provisions directly to protect rights in court» (p. 8).

In Ukraine gender education seems to be under anesthesia, and Ukrainians behave as sleeping patients in controlled state of unconsciousness. When surgeon takes scalpel, the patient is under anesthesia. Then the surgeon starts operation. But the surgeon disappeared and nobody is going to cut these painful furuncles, such as gender stereotypes, gender inequality and discrimination. Poor economics, difficult political situation, degrading education and unemployment became the ingredients of painful injection that made people feel anesthetized patients. But sooner or later anesthesia will stop its influence and the society will awaken. In 2007 researchers from the Institute of Sociology of National Academy of Sciences of Ukraine with the help of United Nation Organization made a research devoted to gender problems in