

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

place in the world in recent years have led to large-scale migration of peoples, their resettlement and mixing. As a result of these processes, more and more people are transcending the cultural barriers that used to separate them. They are forced to get acquainted with foreign cultures, to merge into them. Therefore, in reality, the interaction of cultures is carried out precisely through contacts between individuals.

Thus, intercultural communication is interpersonal communication in a special context, when one participant discovers the cultural difference of another.

It is estimated [1] that between 20,000 and 1 million refugees can arrive in Europe because of the war. The United Nations Refugee Agency (UNHCR) estimated that during the first days of the war 100,000 people have already left their homes inside Ukraine [2]. Also more than 3 901 713 people become refugees and left Ukraine (as of 28 March 2022) [3], only Poland has already received 2,314,623 people [3]. According to the Guardian press [4] 6.5 million Ukrainian people are currently displaced within Ukraine, nearly twice as many as have managed to flee the country; the new figure, which dwarfs the 3.3 million refugees who have entered mainly EU territory, is a big jump on the UN's last estimate of 1.85 million [4]. As a result of that processes there is the main social and psychological problem of the statement of physical and emotional discomfort that occurs when a person encounters a different cultural reality; his/her reaction to the conflict between familiar and new values, norms, events.

Theories of social psychology study stages of social and psychological adaptation of people who change conditions of living or working. According to the main approaches there are stages: stage I – "honeymoon" / euphoria (everybody helps); stage II – alienation (*Local residents often do not understand that a person is experiencing psychological discomfort*); stage III – critical. The stress and shock is at its peak. Some people want to return; stage IV – appearance of an optimistic mood; stage V – acceptance, full adaptation.

The second, third and fourth stages are the most dangerous. Because of them the Ukraine is able to face with the threats of the loss of the health of the nation; the loss of citizens who will decide to ask for the citizenship of other country; culture blur, blending and loss of identity.

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