individuals to connect with their heritage and feel a sense of continuity with their community.

Identity refers to the unique constellation of characteristics that defines an individual. It encompasses various aspects, including:

- personality traits, interests, skills, and abilities.
- these aspects pertain to an individual's nationality, ethnicity, religion, gender, sexual orientation, and socio-economic status.
- individual's core beliefs and values contribute significantly to their identity, shaping their worldview and informing their decisions.

Identity is not static but rather a dynamic concept that evolves throughout one's life.

Understanding the concept of identity is crucial. It grants individuals self-awareness, fostering personal growth and well-being.

In conclusion, navigating the complexities of a diverse world requires an appreciation for etiquette, customs, and the multifaceted concept of identity. By understanding these elements, we can overcome cultural barriers and foster effective cross-cultural communication. As we embrace the richness of diverse cultures and identities, we create a more vibrant and harmonious global community where everyone can thrive.

## **References:**

- 1. "Intercultural Communication: A Guide" by S. V. Bondar, N. V. Zahorodniuk, and L. V. Karpii
- 2. "Intercultural Communication: Theory and Practice" by V. V. Vorobyov and T. M. Dmitrieva:
- 3. "10 Tips for Successful Intercultural Communication" URL: https://nubip.edu.ua/sites/default/files/u166/osnovni\_kategoriyi\_mk.pdf
  - 4. "Business Communication Etiquette" by L. M. Shevchenko.

Ilona Yadlos
West Ukrainian National University
Ternopil

## MIGRATION AND CULTURAL CHANGE

*Objective:* The main purpose of the study is to determine what cultural changes may occur during migration.

Migration is the movement of people from one place to another. It can be caused by various reasons, such as war, political persecution, economic difficulties or the simple desire for a better life.

Reasons for migration:

- Politics: People migrate to escape political persecution, war, and dictatorship.
- Society: People migrate to reunite with family and friends and avoid discrimination.

- Economy: People immigrate in search of better living conditions, jobs and better wages.
- Environment: Humans migrate to escape natural disasters, climate change, and environmental disasters.

Migration can have a significant impact on the culture of both the country of origin and the country of destination. On the one hand, immigrants can bring with them new ideas, customs, and traditions that enrich the culture of the destination country. On the other hand, immigration can also lead to cultural conflicts if immigrants and locals are unable to find common ground. Here are some of the cultural changes that can arise as a result of migration:

Changes in customs and traditions: Immigrants may have different customs and traditions than locals, which can lead to cultural diversity. This can lead to changes in traditional celebrations, the emergence of new forms of art and music, and changes in daily life. It is important to understand and respect the customs and traditions of immigrants and to promote cultural exchange.

Changes in social structure: Migration can lead to changes in the social structure of destination countries, such as increased ethnic diversity. This can lead to the emergence of new social groups, changes in social hierarchies, and the emergence of new forms of social interaction. It is important to ensure equal opportunities for all members of society, regardless of their ethnic background.

Language change: Immigrants may bring new languages with them, which can affect the linguistic landscape of the destination country. This can lead to the emergence of new dialects, changes in the language environment, and the emergence of new language groups.

Language change: Migrants may bring new languages with them, which can affect the linguistic landscape of the destination country. This can lead to the emergence of new dialects, changes in the language environment, and the emergence of new language groups.

Changes in art and music: Migrants can bring with them new forms of art and music that enrich the cultural life of destination countries. This can lead to changes in traditional art forms, as well as the emergence of new styles of art, music, and dance.

*Conclusion:* In summary, Migration is a complex phenomenon that can have both positive and negative consequences for cultural change.

## **References:**

- 1. Migration. URL: https://www.coe.int/uk/web/compass/migration
- 2. The impact of migration on changing approaches to the institutionalization of the state youth policy in Ukraine. URL: http://www.pdu-journal.kpu.zp.ua/archive/4\_2022/30.pdf..
- 3. "Socio-Economic and Ethno-Cultural Consequences of Migration for Ukraine". Policy Brief. URL: https://niss.gov.ua/doslidzhennya/socialna-politika/socialno-ekonomichni-ta-etnokulturni-naslidki-migracii-dlya-ukraini