Ternopolska Sofia

Kyiv National University of Technologies and Design (Kyiv, Ukraine)

Language and scientific supervisor – Vyshnevska M., associate professor

UNIVERSITY AS A SPACE FOR CROSS-CULTURAL COMMUNICATION

A university is not just a place where knowledge is acquired. It is a sociocultural environment where people from different parts of the world meet with different languages, traditions, and worldviews. Universities play a key role in fostering intercultural dialogue as the world becomes increasingly globalized. Joint classes, internships abroad, research projects, and everyday conversations all bring together people from different backgrounds and help build a truly open environment. In such an atmosphere, the understanding that the world is not limited to one culture and that diversity is not an obstacle but a value is naturally born.

Studying the university as a platform for cross-cultural communication allows us to understand better how people with different cultural backgrounds interact, what difficulties arise, and how they can be overcome. By analyzing modern educational approaches, it is possible to find the best ways to develop intercultural skills in students and teachers. This is important because these skills help people successfully realize themselves in their professional and social lives in today's rapidly changing world.

To begin with, in today's world, the ability to understand and accept other cultures is not just helpful but essential for any professional. Due to globalization, we are constantly facing new challenges, especially in the information sphere, which is why it is so important for students to learn to think critically and easily adapt to different cultural environments [4, p. 189]. Communication with representatives of other cultures helps students broaden their horizons, take a fresh look at the world, and respect other people's traditions. This kind of cross-fertilization not only reduces prejudice but also

fosters true tolerance, a quality without which modern education is unimaginable.

Moreover, as a result of globalization, we must reconsider how communication occurs in the educational process. Nowadays, it is not enough to just overcome the language barrier – it is also important to understand the cultural characteristics of students from different countries [2, p. 750]. Indeed, differences in traditions, behavioral norms, or approaches to learning can sometimes make mutual understanding difficult. That is why it is so important to teach students to navigate this diverse environment – to help them develop true intercultural sensitivity and the ability to find common ground with people from all backgrounds.

Furthermore, modern universities can break down cultural barriers – the key is finding the right approach. To do this, we need to rethink the very philosophy of education so that cross-cultural interaction becomes a natural part of the educational process [3, p. 203]. The use of multimedia technologies, the organization of joint projects with international students, and flexible teaching methods contribute to developing intercultural competence. When a university creates such an environment, students automatically learn to understand each other – no matter what country or culture they come from. This is no longer just theory but fundamental skills that will be useful in their future careers.

In addition, intercultural understanding also comes through living experiences of interaction. Creating educational situations that simulate real-life communication challenges allows students to learn how to adapt to new sociocultural conditions [1, p. 119]. Interactive teaching methods, discussions, project work, and simulations help students gain knowledge about other cultures and apply this knowledge in practice. This is especially important in the context of globalization when communication skills are becoming critical for professional activities.

In conclusion, universities play a crucial role in promoting intercultural dialogue by bringing together people from different backgrounds. In today's

globalized world, understanding and accepting different cultures is a prerequisite for professional and social success. In addition to overcoming language barriers, students need to develop critical thinking, adaptability, and tolerance. By integrating cross-cultural learning through innovative teaching methods, joint projects, and international cooperation, universities help create a more inclusive and open society.

Considering globalization's challenges and implementing adaptive learning strategies will help universities better prepare students for future professional activities in a multicultural environment. Further research in this area will help to improve teaching methods and increase the effectiveness of intercultural interaction in higher education.

REFERENCES

1. Petrenko, T. Educational situations of cross-cultural communication of future bachelors in the context of competency descriptors for the culture of democracy. *Youth and Market*, 2023. P. 119. DOI: https://doi.org/10.24919/2308-4634.2023.277505.

2. Petrenko, T. V. Cross-cultural communication: Challenges and responses of today. In *The 1st International scientific and practical conference "Modern problems of science, education and society" (March 26–28, 2023)*, SPC "Sci-conf.com.ua", Kyiv, Ukraine, March, 2023. P. 750.

3. Shabayeva, L. M. Cross-cultural communication in the context of philosophy of education. *Philosophy and Political Science in the Context of Modern Culture*, (2), 2016. P. 198–207.

4. Vasylieva, L. A. Globalization problems as cross-cultural dialogue in the modern information space. *Hileya: Scientific Bulletin*, (92), 2015. P. 188–191.