PROVIDING AND IMPLEMENTATION OF INTERCULTURAL COMMUNICATION IN EUROPEAN DOCUMENTS

Nataliia Melnyk

Doctor of Pedagogical Sciences, Associate Professor,
National Aviation University, Kyiv, Ukraine
https://orcid.org//0000-0002-6641-0649, email: loroknataliia@gmail.com

Tetiana Kapeliushna

PhD in Education, Associate Professor,
Pavlo Tychyna Uman State Pedagogical University, Uman, Ukraine
https://orcid.org//0000-0002-0805-2222; e-mail: kapelyushnat@gmail.com

The article identifies the features of intercultural communication in the context of European regulations. Based on an analytical review of scientific research of European and domestic scientists, the authors have identified the essence of the concept of "intercultural communication" in the European educational space and European documents in particular; clarification of the difference between the concepts of intercultural and cultural communication. The set of theoretical methods made it possible to identify the leading trends in European policy in the field of intercultural communication, ways to implement the main tasks and provisions of such policy and outline its main priorities and difficulties in modern socio-political conditions characterized by instability and uncertainty.

It is established that intercultural communication in the European scientific and educational dimension is understood as a way of cooperation and cultural exchange, which provides for the establishment of understanding between representatives of different countries, nationalities, religions, etc.

The priority goals of intercultural communication according to the provisions of European documents in this direction are: to foster intercultural understanding, tolerance, mutual respect and ethics of global citizenship and shared responsibility; development of intercultural empathy and education, training of representatives of different nations, ethnic groups and peoples to consider, analyze and solve problems related to cultural differences; to cultivate in the representatives of different states intercultural attitudes, including the manifestation of tolerance, respect, curiosity and

receptivity to other cultures; to ensure the acquisition by representatives of different cultures and states of cultural knowledge, both general and specific to a particular culture, paying special attention to contextual and subtextual cultural elements; to recognize the natural and cultural diversity of the world, to recognize that all cultures and civilizations can contribute to sustainable development and are its decisive factors.

Analysis of the functioning of various structural organizations of the EU revealed that their professional and social activities are directed in two directions: conceptual (dissemination of information on new laws and regulations of the European Union in the field of intercultural communication), which ensures the implementation of the value component of intercultural communication; functional (organization of various cultural events, events aimed at cooperation between representatives of different nations, ethnic groups, social strata, etc.), which ensures the implementation of basic tasks by means of direct communication and various forms of intercultural communication (festivals, creative weeks, days of European culture in education and public cultural institutions, thematic exhibitions in museums, various choreographic and theatrical performances for children and adults, etc.).

It is determined that the most relevant trends in the development of European educational policy in the field of intercultural communication are: the establishment of broad communication and partnership in various spheres of life, especially - education, culture, politics and economics; expansion of public interaction and partnership for peace with the countries of the Eastern region; search for permanent means of influencing public opinion on the rule of human rights and freedoms in relation to the will, cultural affiliation, recognition and acceptance of intercultural diversity; establishing cooperation between the Ministries of Culture, Education and Science, the Ministries of Foreign Affairs; development of the existing network of cultural, public and public organizations for the dissemination of knowledge and competencies in intercultural communication; further financial assistance and encouragement of exchange between scientific circles and practices in the field of international cultural relations.

Among the barriers to the implementation of intercultural communication, the authors distinguish: creating and maintaining a comfortable psychological atmosphere for each representative of different cultures; ensuring tolerant interaction and cooperation; optimal organization of group cooperation and ensuring the implementation of the principle of diversity.

Key words: intercultural communication, normative-legal provision, European policy in the field of intercultural interaction, European values.

У статті визначено особливості забезпечення міжкультурної комунікації в контексті європейських нормативно-правових документів. На основі аналітичного огляду наукових досліджень європейських та вітчизняних вчених авторами визначено сутність поняття «міжкультурна комунікація» у європейському освітньому просторі та європейських документах зокрема; здійснено уточнення щодо різниці між поняттями міжкультурна та культурна комунікація. Комплекс теоретичних методів уможливив визначення провідних тенденції розвитку європейської політики у сфері міжкультурної комунікації, шляхи імплементації основних завдань та положень такої політики та окреслити її основні пріоритети і труднощі реалізації в сучасних суспільно-політичних умовах, що характеризуються нестабільністю та невизначеністю.

Встановлено, що під міжкультурною комунікацією в європейському науково-освітньому вимірі прийнято розуміти такий спосіб спікування та культурного обміну, який забезпечує налагодження порозуміння між представниками різних країн, національностей, релігій тощо.

Пріоритетними цілями міжкультурної комунікації за положеннями європейських документів у цьому напрямі є: виховувати міжкультурне взаєморозуміння, толерантність, взаємоповагу та етику глобального громадянства та спільної відповідальності; розвиток міжкультурної емпатії та освіченості, навчання представників різних націй, етнічних груп та народів розглядати, аналізувати та вирішувати проблеми, пов'язаних з культурними відмінностями; виховувати у представників різних держав міжкультурні установки, що включають прояв толерантності, поваги, допитливості та сприйнятливості до інших культур; забезпечувати набуття представниками різних культур та держав культурних знань, як загальних, так і специфічних для певної культури, приділяючи особливу увагу контекстуальним та підконтекстним культурним елементам; визнати природне та культурне різноманіття світу, визнати, що всі культури та цивілізації можуть сприяти сталому розвитку та є його вирішальними чинниками.

Аналіз функціонування різних структурних організації ЄС дозволив, установити, що їхня професійна та суспільна діяльність спрямована два напрямки: концептуальний (розповсюдження інформації щодо нових законів та положень Європейського Союзу в сфері міжкультурної комунікації), що забезпечує реалізацію ціннісної складової міжкультурної комунікації; функціональний (організація різноманітних культурних заходів, заходів спрямованих на кооперацію між представниками різних націй, етнічних груп, соціальних прошарків тощо), що забезпечує імплементацію основних завдань засобами безпосередньої комунікації та різних форм організації міжкультурної комунікації (фестивалі, творчі тижні, дні європейської культури в освітніх та громадських закладах культури, тематичні виставки в музеях, різні хореографічні та театральні постановки для дітей та дорослих тощо).

Визначено, що найбільш актуальними є такі тенденції розвитку європейської освітньої політики у сфері міжкультурної комунікації як: налагодження широкої комунікації та партнерства у різних сферах життя, насамперед – освіта, культура, політика та економіка; розширення суспільної взаємодії та партнерства в цілях миру з країнами Східного регіону; пошук постійних засобів впливу на суспільну думку щодо верховенства прав та свобод людини щодо її волевиявлення, культурної приналежності, визнання та прийняття міжкультурної різноманітності; налагодження співпраці між міністерствами культури, освіти та науки, міністерствами закордонних справ; розвиток існуючої мережі культурних, громадських та публічних організацій для розповсюдження знань та компетентностей у міжкультурній комунікації; подальше фінансове сприяння та заохочення обміну між науковими колами та практиками в галузі міжнародних культурних відносин.

Серед бар'єрів імплементації міжкультурної комунікації автори виокремлюють: створення та підтримка комфортної психологічної атмосфери для кожного представника різних культур; забезпечення толерантної взаємодії та кооперації; оптимальна організація групової співпраці та забезпечення реалізації принципу різноманітності.

Ключові слова: міжкультурна комунікація, нормативно-правове

забезпечення, європейська політика в сфері міжкультурної взаємодії, європейські цінності.

Introduction. The development of world civilization at the present stage is characterized by dynamic and significant socio-economic transformations, which expressed in various geopolitical processes: along with the successful development of science and technology, established universal values (human life and health, education, culture, tolerance and acceptance). Different nationalities and ethnic groups in the modern world are under the influence of internal socio-economic and and external political factors. In this aspect, it should be emphasized that the situation, that we observe in Eastern Ukraine is directly related to the insufficient formation of the region's ethnocultural component of personality integrity. Insufficient educational work with future generation, which took place during the 23 years of independence of our state led to the fact that some percentage of Luhansk, Donetsk and Crimea region could not clearly identify themselves as Ukrainians because of language, social and economic factors, which set a precedent for conflict and were the reason for external interfering into the state affairs. This raises the issue of ethnic culture, ethnic consciousness and self-identification, the importance of the intercultural communication development in the Ukrainian dimension as never before.

Modern global socio-political and economic changes connected with the priorities in studying of different cultures. It determines conditions for the realization of the creative potential of the individual and society, forms of affirmation of the identity of the people and the foundations of the spiritual health of the nation, intercultural contacts that are developing today in a specific cultural integration and socio-psychological context. Therefore, the appeal to intercultural communication as the dominant reality of the modern world is an urgent problem of today and requires clarification of a number of issues related to general policy initiatives, active society position as to different process that take place in the state, where this society exists etc. European countries political and social position representation platform has made a great access to the providing of intercultural communication between different countries through the sharing European values of diversity and recognitions of all cultures uniqueness, through the practical events organisation and real policy steps for overcoming the society cultural bias and stereotypes. The goals and objectives of intercultural communication is issues that concerns speech and culture of those people, who belongs to an environment or land different from their own. According to Kegeyan it is obvious that a person who grows up in China is going to have a different culture than someone born and brought up in the United States. Even people from the United Kingdom find it difficult to adapt to the United States and vice versa, though these are seemingly similar countries and even speak the same language; new requirements for cultural and public institutions-providers of cultural, educational and intercultural communicative programs have been developed (Kegeyan, 2016).

This study is focused on the socio-educational aspect of the intercultural communication between representatives of different countries, development of this communication in the context of countries partnership, reforms, that have been done on EU in this direction. All the problems connected with the intercultural communication between representatives of different countries, development of this communication in the context of countries partnership is increasingly recognised by the

European states, organisations and public representatives, what is confirmed by the discussion of this issue at conferences and thematic workshops of the specialised structure of the European Union Council for promoting Europe's diverse culture in its international relations, whose activities are considered an essential factor in institutionalising the societal dimension of intercultural communication in Europe and other countries of the world. Systematisation and generalisation of analytical issues, informational materials and specifity of intercultural organisation functioning, international organisations specialising in the study of intercultural interrelation and communication provide grounds for generalisation of the positive experience and distinguishing of general peculiarities of European policy in this field. The results of this analytical review will be useful for outlining of perspective practice and main trends in the intercultural dimension development in different European countries and provoked us to pay attention to this scientific phenomenon.

Thus, the key aim of the study to clarify the peculiarities of policy regulations, means, trends and difficulties of the intercultural communication providing and implementation in European dimension.

Methodology. Effective realization of the article's main goals is considered through the general scientific and empirical interrelated methods' usage: the general scientific analysis, synthesis were used to determine general understanding of the "intercultural communication", as the key notion category of the study; comparative, generalization and systematization methods made it possible to clarify the theoretical, conceptual and practical approaches to underlying the European policy of intercultural communication and means of its implementation and development; specific scientific method, which included the content analysis method allowed to characterise the state of development of the specified issue in domestic and foreign scientific thoughts and approaches; the structural-logical analysis method of international organisations and research projects in the field of intercultural communication and relations reforming facilitated to outline organisational and content-procedural foundations of the studied phenomenon; such empirical methods as analysis of the international organisations documents and intercultural projects on the intercultural communication was used to distinguish the best practice and experience of these organization in the field of intercultural communication).

Results and discussion. Characterizing the concept of "communication" as a complex and universal phenomenon, the content and forms of which are the subject of research of many sciences of the humanities, natural sciences and technology cycles, we note that communication can be used in a broad sense (universal) and narrower (for example, technical, biological, social).

According to L. Pustovit, "communication (from the Latin communicatio - connection, message) - communication based on mutual understanding; communication of information from one person to another or several others" (Pustovit, 2000, p. 543). In the encyclopedic dictionary of sociology, the concept of "communication" (from the Latin communicatio - message, transmission; communicare - to consult) is understood as socio-cultural interaction in society through the dissemination and exchange of information through technically equipped media (press, radio, television), video systems, movies). The state of communication (mass) is one of the fundamental factors of modern societies, which can expand on a global scale, cementing the integrity of the entire human community" (Sociology, 1998, p. 244). Intercultural communication is a socio-cultural interaction that accumulates information about the processes of

interilation between different cultural ideas, views, logics, interpretations, understandings in a given society, including in the context of perception of another, "foreign" culture, which generally determines the level of general culture. of this society, on which depend the connections and relations of various social actors (individuals, small and large social groups)" (Slyushchynsky, 2008, p. 12). We agree with the opinion of B. Slyushchynsky that intercultural communication occurs not only during speaking process between representatives of different ethno-national groups, but also when communicating between two individuals, because each individual is a representative of a certain "institution" of culture (Slyushchynsky, 2015, p. 186). According to N. Melnyk's research, ethnicity as one of the aspect of intercultural communication is a performative category, a form of social organization of cultural differences (Melnyk, p. 291).

In the modern European scientific dimension, intercultural communication is seen as a strategic means of resolving interethnic conflicts and a way of interaction, assistance and survival (Helly, 2016). As the EU has recently been negotiating a new strategy on culture in foreign relations and a global strategy on foreign and security policy, the European scientific community emphasizes that the two documents to be adopted by the Council of Europe should focus on a clear demarcation and interpretation (JOIN, 2016).

According to Convention for the Protection and Promotion of the Diversity of Cultural Expressions (2005) "Interculturality" refers to the existence and equitable interaction of diverse cultures and the possibility of generating shared cultural expressions through dialogue and mutual respect.

The phenomenon of "intercultural communication" as a key means for (restoring) trust in the world (Helly, 2016). In an age of migratory flows, violent conflicts and frantic populism, managing relationships with those we consider "not like us" is paramount. Cultural differences between people tend to increase, and there are no signs that values will converge on world cultural citizenship, said Speaker Milton Bennett. Bennett further argued that Europeans have to do better in the fight against the "other." Erasmus and Erasmus + exchange programs help to reduce prejudices, but this does not change the power relationship between cultures. According to M. Bennett, intercultural contacts are not enough (Helly, 2016).

The analysis allowed to distinguish that intercultural communication in European scientific dimension is understood as a way of cooperation and cultural exchange, which ensures the establishment of understanding between representatives of different countries, nationalities, religions; it's the main tool for establishing peace and harmony in the world.

Analysing of EU policy in the field of intercultural communication we should consider that, "cultural policies and measures" refers to those policies and measures relating to culture, whether at the local, national, regional or international level that are either focused on culture as such or are designed to have a direct effect on cultural expressions of individuals, groups or societies, including on the creation, production, dissemination, distribution of and access to cultural activities, goods and services (CPPDCE, 2005).

A great initiatives of EU policy stated in 2007, when the Commission proposed a "European Agenda for Culture in a globalising world" (COM, 2007), Since the entry into force of the Lisbon Treaty and the creation of the European External Action Service (EEAS), a new structural organization of the EU has been established to expand the EU's activities in the international cultural space. EU Member States, the European Parliament, and civil society representatives have set the task of a more coordinated EU

approach to international cooperation in the field of cultural interaction, partnership and broad communication (CCPCDIDER (2011)). The joint discussions with the public and representatives of different countries resulted in the definition of a strategic approach to culture in the EU's external relations and the identification of key principles in November (EYCSC, 2015).

As a party to the 2005 UNESCO Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005), the EU promotes the implementation of cultural diversity policies as part of its international cultural relations. The EU's core values are human rights, gender equality, democracy, freedom of expression and the rule of law, as well as cultural and linguistic diversity (EUCFR, 2000). dialogue can address key global issues, including conflict prevention and resolution, refugee integration, countering violent extremism and protecting cultural heritage. Under the provisions of the same document from 2014, the EU reaffirmed its commitment to protect cultural heritage in cooperation with organizations such as the Council of Europe and UNESCO (TIACHE, 2014).

One of the strategic practical mean of EU implementation of intercultural communication is considered in cultural exchanges, and the European Council organisation suppose that it can also bring economic benefits. Global trade in creative products has more than doubled between 2004 and 2013 (GlogCuT, 2016), whilst culture is a central element in the new economy driven by creativity, innovation and access to knowledge. The experience of developing countries, the cultural and creative sectors of the economy and partnerships ensure the development of democratic values in the society of such countries. In addition, the organization of cultural events and cultural communication within the framework of cooperation between several countries can contribute to job creation and competitiveness both inside and outside the EU, as set out in the UN Sustainable Development Agenda 2030 (). The document emphasizes that culture, including the world cultural heritage and the arts, plays a crucial role in achieving inclusive and sustainable development of society. Therefore, the development of partnerships and the dissemination of cultural diversity policies is one of the important activities of the EU in the field of education and culture (European Economic and Social Committee).

One of the modern grounded policy and strategic document of EU was created in 2016 by European Commission titled "Towards an EU strategy for international cultural relations". Cultural diversity was recognized is an integral part of the values of the European Union in the final conclusion of the document (JOIN, 2016). According to the document the main activity of the EU in the field of intercultural communication is to ensure the peaceful coexistence of all countries and peoples, based on peace, the rule of law, freedom of expression, mutual understanding and respect for fundamental rights. The EU, as an international institution, has a commitment to promote "international cultural relations" through the EU's support and assistance to third countries, as well as the task of supporting the popularization of the various cultures of the EU Member States through "cultural diplomacy". The EU is a key partner of the United Nations and therefore works closely with UNESCO to protect the world's cultural heritage (JOIN, 2016).

The activities of the EU and the implementation of the main ideas of the Council of Europe on diversity and pluralism are a significant asset for the implementation of cultural policy as a driver of peace and socio-economic development in different countries.

Intercultural communication, implemented through the EU Strategy for International Cultural Relations, focuses on the development of cultural cooperation with partner countries in three main areas: supporting culture as an engine of sustainable social and economic development; promoting culture and intercultural dialogue for peaceful relations between communities; strengthening cooperation in the field of cultural heritage.

The most relevant document of the Council of Europe on intercultural communication is the final report on the "New European Agenda for Culture (NEAC) - SWD (2018) 267", adopted in 2020. The priority goals of the program were: 1) the use of the power of culture for social cohesion and well-being; 2) support for creativity based on culture, education and innovation, as well as for jobs and growth; 3) strengthening international cultural relations.

The principles of intercultural implementation in the program are defined as follows: involvement (exchange of cultural heritage, study of cultural heritage at school, preservation of cultural heritage by younger generations); stability (preservation of cultural heritage and tourism for heritage study); protection (high appreciation of cultural heritage, protection of cultural heritage); innovations (formation and development of skills of reproduction of cultural heritage, involvement of society in the preservation and appreciation of cultural heritage, research and innovation aimed at preserving cultural heritage) (NEAC, 2018, p. 20).

The main key positions in ensuring the implementation of the program are: for the first goal - mobility, assessment of the impact of cross-cultural exchanges, integration of refugees and other migrants, gender, cultural participation and creativity in cities; for the second - creativity in education, skills, work with the music sector, culture in cities and regions, support for innovation and entrepreneurship, sustainable cultural tourism, fair rewards; for the third - the implementation of a joint communication on international cultural relations, supporting culture as an engine of sustainable social and economic development, promoting cultural development and intercultural dialogue for peaceful relations between communities, strengthening cooperation on cultural heritage (NEAC, 2018, p. 3-19).

EU strategic approach to providing and implementation of intercultural communication is cultural diversity and intercultural dialogue are an integral part of the values of the European Union and play an important role in the promotion of human rights, artistic freedom, respect and tolerance towards others, mutual understanding, conflict prevention, reconciliation and counter-extremism and contribute to democratisation, good governance and more peaceful societies; being first and foremost a value in its own right, culture has positive socioeconomic effects, it improves the quality of life, and its positive role in external relations has gained increased recognition (Council conclusions on an EU strategic approach, 2019). The main actions for intercultural communication implementation in European Union according to this document are: enhance, where appropriate, collaboration between the relevant ministries, particularly ministries of culture and foreign affairs; to develop further existing networks for knowledge and competence development and encourage exchange between academia and practitioners in the field of international cultural relations; make use, when holding the Presidency of the Council of the EU, of the informal meetings of senior officials in ministries of culture and senior officials for culture in ministries of foreign affairs to analyse and accompany the implementation of this strategic approach, in addition to meetings of the Council and its relevant geographic and thematic preparatory bodies, which remain the principal authority for political guidance, decision shaping and decision taking; implementation, monitoring and

evaluation of common local cultural strategies and projects in third countries (Council conclusions on an EU strategic approach, 2019). According to the prescription of the Council conclusions EUNIC and the cooperation between diplomatic and consular representations could contribute to the achievement of this objective (Council conclusions on an EU strategic approach, 2019).

Though a great promotion in the intercultural providing of intercultural communication in European policy initiatives and social activity dimension provided there are a number of barriers for its implementation. As the analysis of the documents proved out they are:

- creating and support of the comfort psychological atmosphere for each representative of different cultures, who enters the communication process;
- support of atmosphere of benevolence, trust and mutual support, which on one hand encourages students to think, to work effectively, to achieve positive results, and on the other, mutual respect and help enhance self-esteem, stimulate the development of intellectual skills, independence and self-confidence (Gao, 2017);
- organization of group cooperation, and, primarily, ensuring the implementation of the principle of diversity by providing to the representative of different cultures equal opportunities of a full identification of cultural identity (Sorrells, 2016) ect.

Conclusions. A holistic analysis of the intercultural communication providing and implementation in the context of studying European documents and conceptual initiatives in the activities of European organizations on intercultural communication has made it possible to identify priorities, trends, difficulties (barriers) and strategic directions in intercultural communication. Of the European Union: EU Charter of Fundamental Rights (2000), 'European Agenda for Culture in a globalizing world' COM (2007), Education, Youth, Culture and Sports Council (2015), Agenda for Sustainable Development (2015), New European Agenda for Culture (2018), Joint communication to the European parliament and the council Towards an EU strategy for international cultural relations (2016), A New European Agenda for Culture (2018) and Council conclusions on an EU strategic approach to international cultural relations and a framework for action (2019).

The priority goals of intercultural communication according to the provisions of European documents in this direction are:

to foster intercultural understanding, tolerance, mutual respect and ethics of global citizenship and shared responsibility;

development of intercultural empathy and education, training of representatives of different nations, ethnic groups and peoples to consider, analyse and solve problems related to cultural differences;

to cultivate intercultural attitudes among the representatives of different states, including the manifestation of tolerance, respect, curiosity and receptivity to other cultures;

to ensure the acquisition by representatives of different cultures and states of cultural knowledge, both general and specific to a particular culture, paying special attention to contextual and subtextual cultural elements;

to recognize the natural and cultural diversity of the world, to recognize that all cultures and civilizations can contribute to sustainable development and are its decisive factors.

Analysis of the functioning of various structural organizations of the EU revealed that their professional and social activities are distinguished in two directions:

1)   conceptual (dissemination of information on new laws and regulations of the European Union in the field of intercultural communication), which ensures the implementation of the value component of intercultural communication;

2)   functional (organization of various cultural events, events aimed at cooperation between representatives of different nations, ethnic groups, social strata, etc.), which ensures the implementation of basic tasks by means of direct communication and various forms of intercultural communication (festivals, creative weeks, days of European culture in education and public cultural institutions, thematic exhibitions in museums, various choreographic and theatrical performances for children and adults, etc.).

It is presented that the most significant are the following trends in the development of European educational policy in the field of intercultural communication: the establishment of broad communication and partnership in various spheres of life, especially - education, culture, politics and economics; expansion of public interaction and partnership for peace with the countries of the Eastern region; search for permanent means of influencing public opinion on the rule of human rights and freedoms in relation to the will, cultural affiliation, recognition and acceptance of intercultural diversity; establishing cooperation between the Ministries of Culture, Education and Science, the Ministries of Foreign Affairs; development of the existing network of cultural, public and public organizations for the dissemination of knowledge and competencies in intercultural communication; further financial assistance and encouragement of exchange between scientific circles and practices in the field of international cultural relations.

Among the barriers to the implementation of intercultural communication it is possible to point out: creating and maintaining a comfortable psychological atmosphere for each representative of different cultures; ensuring tolerant interaction and cooperation; optimal organization of group cooperation and ensuring the implementation of the principle of diversity.

The perceptivity of further research could be seen in distinguishing out of progressive ideas of the European experience of intercultural communication providing and implementation creative use in Ukrainian educational, social and cultural dimensions.

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