

Anna Demchuk

Kyiv National University of Technologies and Design (Kyiv)
Scientific supervisor – Assoc. Prof., PhD Nataliia Gudkova

COMMUNICATION WITH NATIVE SPEAKERS AND EXCHANGE STUDENTS FROM FOREIGN COUNTRIES

In an era of increasing globalization and cultural interconnectivity, communication with native speakers and exchange students has become a cornerstone of language education and cultural exchange. These interactions offer unparalleled opportunities for individuals to enhance their linguistic abilities, broaden their cultural horizons, and cultivate meaningful connections across diverse backgrounds. By engaging with native speakers and international peers, learners immerse themselves in authentic cultural and linguistic experiences that go beyond textbook learning, fostering personal and academic growth.

This paper delves into the significance of such interactions, examining their benefits and challenges while highlighting their transformative impact on education, social development, and global understanding. By exploring these dynamics, it seeks to underscore the pivotal role that communication across cultures plays in preparing individuals for success in an interconnected world.

Interacting with exchange students offers numerous advantages. Native speakers serve as authentic sources of language and cultural nuances (Johnson, 2014, 249). Both local and international students share their traditions, foods, and customs, fostering mutual respect and understanding. In this context we can say about positive *cultural exchange*. It is important to understand the cultural context, as native speakers provide insights into traditions, values, and social norms that enrich the learner's cultural knowledge (Макаренко, 2013, 333). Participating in language exchange programs or joining conversation groups plays a crucial role in enhancing language skills and cultural understanding. Digital tools, including apps and online platforms, serve as effective means to connect with native speakers and facilitate meaningful interactions. For exchange students and their hosts, organizing cultural events and activities promotes interaction and mutual appreciation of traditions. Open discussions about cultural values help in addressing and bridging potential gaps, fostering a more inclusive atmosphere. Exchange programs benefit from support systems designed for international students, as well as cross-cultural training tailored for both students and faculty. These initiatives contribute to creating an environment where diversity is embraced and valued.

From the point of view of *language practice*, exchange students can act as language partners, providing opportunities for mutual language learning, which deepens

connections and breaks down stereotypes. (Thompson, 2018, 208). For instance, an international student from France studying in Japan may teach their Japanese classmates about French cuisine while learning about Japanese festivals. Engaging with them offers students and language learners opportunities to improve language proficiency. Practicing with native speakers helps learners develop accurate pronunciation, expand vocabulary, and understand idiomatic expressions.

It is also crucial to *build confidence*, as conversing with native speakers helps learners overcome the fear of making mistakes and fosters confidence in real-life situations. For example, language learners who regularly interact with native speakers often develop a more natural speaking style and gain exposure to colloquial expressions that textbooks cannot provide (Chahal, 2024, 4). Exchange programs allow students from different countries to live and study abroad for a specified period. Exchange students often bring innovative ideas and different learning approaches to the classroom. Local students may develop improved critical thinking and adaptability through diverse perspectives. Building friendships with native speakers or international students enhances empathy, social skills, and intercultural competence. Students often gain lifelong friendships that connect them to various parts of the world. This ensures social and emotional growth for both sides.

Networking with people from diverse backgrounds can open doors to global *career opportunities*. Multilingual communication skills and cultural awareness are highly valued in the job market.

As to *global perspective*, exposure to diverse viewpoints helps students understand global issues and broadens their horizons.

While rewarding, these interactions can pose challenges, such as language barriers, cultural differences, and stereotypes and biases. Misunderstandings can occur due to differences in fluency or accents. Variations in behavior, etiquette, and expectations may lead to discomfort or miscommunication. Prejudices can hinder open communication and trust. To overcome these challenges, it is essential to practice patience, ask clarifying questions, and remain open-minded.

In conclusion, it is worth mentioning that communication with native speakers and exchange students enriches the educational experience and promotes global understanding. By embracing these opportunities, students not only enhance their language skills but also develop a deeper appreciation for cultural diversity. As the world becomes increasingly interconnected, fostering such interactions is essential for building a more harmonious and collaborative global community.

REFERENCES

1. Chahal, R. S. (2024). How to speak English with confidence in 7 days: boost your communication skills. Litres.
2. Johnson, T. C. (2014). International student's perception of shelter-in-place notifications: implications of university officials. *Journal of international students*, 4(3), 247–261.
3. Thompson, R. J., & Storberg-Walker, J. (2018). Leadership and power in international development: navigating the intersections of gender, culture, context, and sustainability. Emerald Group Publishing.
4. Макаренко, Н., Андрійченко, О., & Торяник, М. (2013). Подолання комунікативних бар'єрів у спілкуванні з носіями мови. *Проблеми сучасної психології*, (20), 325–334.

Ksenia Samoilenko

Kyiv National University of Technologies and Design (Kyiv)

Scientific supervisor – Senior lecturer Nataliia Liubymova

MARKETING SPECIALISTS FORMATION UNDER GLOBALIZATION INFLUENCE

Thesis about globalization impact in terms of professional formation is based on online materials that explain its fundamental impact, benefits and downsides.

Globalization is a term used to describe how trade and technology have made the world into a more connected and interdependent place (*Globalization*, n. d.). Marketing globalization has redefined growth and expansion, which certainly affects marketing specialists and those individuals who are currently working on getting a marketing degree.

Globalization as a worldwide phenomenon is known to have historic background. Apparently, we can consider the Silk Road an early example of exchanging concepts, products and customs. Globalization used to be a slow process, which was accelerated due to people's intentions to satisfy their needs. Information Age has redefined globalization due to digital revolution impact that has made processes around the world even more interdependent (*Globalization*, n. d.).

In order to review experience, problems and prospects of professional formation in the era of globalization, economists' mention of globalization should be traced. Theodore Levitt was an economist who is known for popularizing the term by publishing a Harvard Business Review article "The Globalization of Markets" in 1983 (Barnaby Feder, 2006). This article has specified the reasons which explain success of global companies that have broaden their market. Global marketing has unlocked a truly