

- Barriers of communication (language barrier, stereotypes, prejudice, cultural shock).

For effective cross-cultural communication, openness to new cultures, tolerance, knowledge of the peculiarities of communication between different peoples is necessary.

Professional, interpersonal and intercultural communication is important aspects of modern human life. The ability to communicate effectively contributes to successful professional activities, building strong interpersonal relationships and mutual understanding between representatives of different cultures. The development of communication skills, empathy, active listening and knowledge of cultural characteristics help to avoid conflicts and promote harmonious coexistence in society.

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USE OF INFORMATION AND COMMUNICATION TECHNOLOGIES IN GENDER ISSUES

The importance of using information technology is beyond doubt today. It is used in modern Ukrainian society to create broad opportunities for the development and self-realisation of individuals, regardless of their origin, age, gender, nationality, religion, etc. By joining the proclamation of the high ideals of democracy, the rule of law and civil society, Ukraine has committed itself to the equality of citizens, primarily in terms of gender, and recognised the need for gender changes and integration of gender perspectives in all areas of development of modern Ukrainian society on the principles of justice, tolerance, freedom and equality, etc.

Today, information and communication technologies create unique opportunities for identifying and developing human potential. They have a significant impact on the sustainable development of society, empowerment of men and women, and enable the latter to take an active part in public life and socio-economic

development of the country, to express their opinions and actively promote their life position.

The main ideas of the emergence, formation and development of the information society and its philosophical reflection were laid down by a well-known researcher, Manuel Castells, who focused the problem of the impact of information and communication technologies not on the technological infrastructure, but on the social consequences of the rapid development of information technologies and their impact on gender policy in particular.

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THE ROLE OF INTERPERSONAL COMMUNICATION IN TODAY'S UKRAINE

The quality of interpersonal communication is important for maintaining old and building new relationships between members of society, the quality of interpersonal communication is important. High-quality interpersonal communication promotes the desire to express one's feelings, thoughts, understanding others, resolving conflicts in a constructive way, and cooperating to achieve common goals. Communication plays an important role in building trust and understanding between people. The role of interpersonal communication is clearly demonstrated in the research of by Ukrainian and foreign scholars, including: E. Garkavy, S. Stavchenko, P. Kukhta, A. Barovska, D. Dubov, R. Lewis, S. Fink, F. Saitel, P. Lagadek, D. Fishman, O. Holsti, P. Bruce, S. Black, S. Cutlip, A. Senter, R. Boin, P. Hart and and others. In today's complex environment, interpersonal communication has undergone significant changes. In situations where people experience stress, fear and insecurity the quality of communication and communication in general deteriorates. In such conditions, tensions and conflicts increase, and the possibility of free communication due to limited resources and infrastructure [2].