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FOREIGN LANGUAGE AS A TOOL FOR PRESERVING AND TRANSMITTING NATIONAL UKRAINIAN CULTURAL VALUES IN THE CONTEXT OF INTERCULTURAL COMMUNICATION DURING THE WAR

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The aim of the study is to examine the complex dynamics of preserving and transmitting national cultural values in the modern system of intercultural communication in times of war. The study examines the challenges and prospects that arise in this process. The analysis reveals the core role of language, symbols and cultural markers in the transmission of basic values. It also examines the importance of foreign language, intercultural skills and intercultural understanding in facilitating this transfer. The article highlights the obstacles faced by the protection of cultural values due to cultural clashes and conflicts arising from intercultural interaction. It also presents strategies and initiatives, including educational approaches, as well as real-life examples of successful programs and activities aimed at preserving and effectively transferring national cultural property. *The scientific novelty* of the article lies in identifying the features and ways of preserving and transmitting national cultural values through intercultural communication, which is especially relevant and extremely important in the context of the Russian-Ukrainian war. While previous studies have addressed individual elements of this topic, this article synthesizes historical, cultural and contemporary perspectives to offer a holistic understanding of the issues at hand. *Conclusions*. The study emphasizes that Ukraine's cultural heritage is a tool of diplomacy for gaining international support. Various events, exhibitions, and exchanges are organized to showcase Ukraine's rich cultural heritage and build alliances with other countries. The use of digital platforms for sharing and preserving cultural materials increases their reach. Engaging young people through educational programs ensures the long-term transmission of cultural values. It

has been noted that English is undoubtedly one of the most important means of communication. It not only strengthens our ability to communicate with people from different cultures but also bridges the gap between them. Therefore, learning foreign languages is becoming an important tool in Ukraine's efforts to demonstrate its rich cultural heritage internationally.

■ **Keywords:** national cultural values; intercultural communication; cultural identity; globalization; cultural heritage; foreign language

■ Introduction

In our increasingly interconnected world, the preservation and transmission of cultural values are paramount. For Ukraine, a nation with a rich and diverse cultural heritage, this task carries unique significance. Ukraine's tumultuous history, marked by periods of independence and foreign domination, has forged a resilient people deeply rooted in their national identity. However, in the face of contemporary challenges such as globalization, mass migration, and ongoing conflicts, the preservation and transmission of Ukrainian cultural values have taken on renewed urgency.

This article embarks on a profound exploration of the multifaceted process of preserving and transmitting national Ukrainian cultural values within the complex milieu of intercultural communication. The primary focus is to elucidate the challenges and opportunities inherent in this endeavour, shedding light on the intricacies of cultural exchange in an interconnected world. The examination of Ukraine's experience offers insights that extend beyond its borders and resonate with any culture grappling with similar issues.

■ Analysis of previous studies

During the course of our study, we have analyzed various scientific works related to Ukrainian culture, its identity, and the evaluation of our country's cultural heritage. We have given special emphasis to the present cultural heritage and the significant role played by Ukrainian culture on a global scale (Redkina, 2023; Kulyk, 2023). The analysis of modern methods and techniques of learning foreign languages (Onishchuk et al., 2020), taking into account the sociological and psychological characteristics of students to choose the most optimal ones for modern young people of the new generation (Onishchuk et al., 2020; Humeniuk & Blyznyuk, 2022). Special attention was given to scientific research on intercultural communication (Mara, 2021; Krotik & Morhun, 2021), its development in University (Holubnycha et al., 2021), various approaches to it, and the development of intercultural competence in language acquisition (Bagui & Adder, 2020).

■ The aim of the study

The aim of the study is to comprehensively examine the multifaceted process of preserving and transmitting Ukrainian cultural values within the dynamic context of intercultural communication; and to explore the various challenges, both historical and contemporary, that Ukraine faces in preserving and transmitting its rich cultural values in an increasingly interconnected and multicultural world. We aim to emphasize the importance of preserving and transmitting cultural values as a means of

maintaining national identity and promoting intercultural understanding. Through this study, we aim to contribute to the broader discourse on cultural preservation and intercultural communication, offering a nuanced understanding of the unique Ukrainian experience while addressing universal themes of cultural identity and exchange in an increasingly interconnected world.

■ Study results

The Russian-Ukrainian war, which began in 2014, has had a profound and complex influence on the cultural and national values of Ukraine. Conflict zones have been particularly vulnerable to the destruction of cultural heritage sites and artefacts. Following Russia's full-scale invasion of Ukraine on 24 February 2022, military operations are leading to the destruction of architectural monuments, museums and historical sites, which could lead to the loss of priceless cultural heritage artefacts. Important historical documents and archives necessary for understanding the past are lost. The war leads to the displacement of national minorities from their historical territories, which can cause a break in the transmission of cultural traditions. The task of Ukrainians is to preserve their national values and to be able to introduce their cultural heritage to the world in the face of war.

Throughout the following sections of this article, we will delve deeper into the specific challenges and opportunities faced by Ukraine in preserving and transmitting its national cultural values. Our exploration will provide valuable insights not only for scholars and policymakers but also for anyone interested in the interplay of culture, communication, and identity in our interconnected world. To appreciate the depth and significance of preserving and transmitting Ukrainian cultural values, one must first delve into the historical and cultural context that has shaped this nation. Ukraine's history is a tapestry of triumphs and tribulations, marked by invasions, occupations, and a relentless pursuit of independence.

The roots of Ukrainian culture trace back centuries, with influences from Byzantine, Mongol, and Polish civilizations, among others. It is a culture steeped in traditions, folklore, music, art, and language. Ukrainian culture draws strength from its diversity, with distinct regional variations, such as Hutsul, Lemko, and Transcarpathian traditions, contributing to the nation's vibrant mosaic.

Despite centuries of adversity and attempts to suppress its identity, Ukraine's cultural heritage has endured. The national resurgence in the 19th and 20th centuries, epitomized by figures like Taras Shevchenko, reflected a deep commitment to preserving and celebrating Ukrainian culture.

Language serves as a foundational pillar in the preservation and transmission of Ukrainian cultural values. The Ukrainian language, with its rich vocabulary and poetic nuances, carries the essence of the nation's identity. Throughout history, language has been a source of resilience, a means of cultural resistance, and a unifying force for Ukrainians.

Symbols also play a pivotal role in this context. From the golden trident of Kyivan Rus to the national emblem of the blue and yellow flag, symbols serve as powerful representations of Ukraine's cultural identity. These symbols evoke a sense of pride and belonging among Ukrainians, transcending linguistic and geographic boundaries.

In the contemporary world, intercultural communication has become both a challenge and an opportunity for preserving and transmitting Ukrainian cultural values. The globalized environment facilitates interactions between cultures like never before, but it also poses challenges to cultural preservation. Additionally, the digital age has ushered in new forms of intercultural communication, creating both opportunities and pitfalls. "The ownership and past development of the Internet also strengthen the sense of national identity" (Jia & Xin, 2019). The internet allows for the dissemination of Ukrainian cultural content worldwide, but it also exposes the culture to external influences that can dilute its authenticity.

Since February 2022, many cultural and artistic activities have taken place outside Ukraine. Now more than ever, it is important to spread information about Ukraine and its culture. This is being implemented at different levels (from personal, institutional to national), in different event formats (one-off events, individual projects, parts of international forums) and forms (art, analytics, discussions, etc.). Amidst the challenges, numerous opportunities and strategies have emerged to reinforce the preservation and transmission of Ukrainian cultural values. Educational initiatives have been instrumental in promoting cultural awareness and intercultural competence. Ukrainian cultural centres, both within the country and abroad, serve as hubs for cultural exchange and preservation.

Language programs and cultural festivals provide platforms for showcasing Ukrainian traditions to a global audience. Initiatives such as *Ukraine Now and Forever* have leveraged contemporary art, music, and film to share the nation's culture with the world. The main goal of *Ukraine Now and Forever* is to draw the world's attention to Ukrainian culture and art and further the international community consolidation in the resistance to Russian aggression. *Ukrainian Art History* is an English-language Twitter account and art project aimed at promoting Ukrainian art history and exposing Russian appropriation of Ukrainian artists' names.

The English language, as one of the most widely spoken and studied languages in the world, plays a crucial role in the transmission of cultural heritage across borders and generations. It serves as a bridge connecting diverse cultures, allowing people to share knowledge, ideas, and art. In this article section, we will explore how English facilitates the preservation and dissemination of cultural heritage.

First and foremost, English has evolved into a global lingua franca, employed in various fields such as science, business, and international relations. This widespread use of English fosters the transmission of scientific and technical knowledge while promoting cultural exchange among nations. Through the medium of English, researchers, scientists, and entrepreneurs can exchange expertise, collaborate on projects, and contribute to the preservation and advancement of cultural achievements.

Secondly, the English language provides access to a wealth of literary works, films, music, and art on a global scale. Many great works of Ukrainian art and literature were either created in English or translated into it. This allows individuals from different countries to immerse themselves in the cultural heritage of Ukraine. Translating Ukrainian pieces of art into English allows a broader audience to appreciate the cultural richness and creativity of Ukraine. Here are a few notable examples: *Testament* by Taras Shevchenko; *The Immortal* by Volodymyr Sosiura; *Grandmother's*

Tales by Lesya Ukrainka etc. These translations aim to bring Ukrainian art and culture to a global audience, showcasing the diversity and creativity of Ukraine's artistic heritage.

Furthermore, English serves as a means for people from diverse cultures to communicate and share their unique cultural traditions and customs. This linguistic common ground fosters respect and understanding of the rich tapestry of cultural heritage worldwide. It enables individuals to learn about and appreciate the values, traditions, and histories of other societies, thus promoting global cultural enrichment.

English also plays a pivotal role in education and academia. "Acquiring cross-cultural competence is an integral part of modern curricula at all levels of education" (Dichek et al., 2021). Many prestigious universities and institutions around the world offer different courses and programs in English. This facilitates the exchange of students and scholars from various countries, creating a multicultural learning environment. These educational exchanges not only preserve cultural diversity but also contribute to the cross-pollination of ideas, ultimately enriching the world's collective cultural heritage. When studying English, it is necessary not only to teach students intercultural communication but also to equip them with the ability to transmit the values of national culture to the people of other countries, which is especially important for Ukraine nowadays.

Once effective methods are now outdated and require significant modernization. In today's world, it is essential for foreign language learning to focus on functionality. Learning a language is no longer just about acquiring knowledge, but rather using it as a communication means with people from other cultures. "The most active intercultural competence development is received during students' years when there is a conscious creation of a personality competent in intercultural communication" (Holubnycha et al., 2021). Consequently, the primary goal of teaching foreign languages today is to emphasize the practical application and functional aspects of the language. To achieve this goal, a solid theoretical foundation is essential. This foundation can be established by:

- applying the theoretical findings of philology to foreign language teaching practices;
- theoretically analyzing and generalizing the extensive practical experience of foreign language teachers.
- providing students with real-world skills to pass on their knowledge of the cultural values of their home country.

When communicating with people from different cultures, it is important to consider their unique national characteristics and thinking patterns. This includes understanding how they perceive the world around them and the artistic traditions of their culture. By studying and taking into account these factors, we can improve our communication skills and strengthen the sociocultural component in our interactions.

Contemporary Approaches to Interdisciplinary Communication

In the rapidly evolving landscape of academia and professional fields, interdisciplinary communication has become not only essential but also transformative. Gone are the days when knowledge was confined to rigid disciplinary boundaries. Today, the complexities of real-world challenges demand a more dynamic and collaborative

approach. In this work, we explored contemporary approaches to interdisciplinary communication, shedding light on their significance, methods, and impact on various domains.

Interdisciplinary communication is the linchpin that connects different fields of knowledge and expertise. It breaks down the barriers that have separated fields such as the sciences, arts, humanities and technology, fostering collaboration and innovative problem-solving. In an era when global challenges such as climate change, health crises and socio-economic inequalities require multifaceted solutions, interdisciplinary communication is of paramount importance. In our case, during the war in Ukraine, it is of particular importance. We would like to highlight the following methods of interdisciplinary communication:

- Collaborative Research: One of the primary methods of interdisciplinary communication is collaborative research. This involves experts from different disciplines coming together to investigate complex problems. For example, climate scientists may collaborate with economists to analyze the economic implications of climate change policies.

- Interdisciplinary Education: Many academic institutions now offer interdisciplinary programs that expose students to a diverse range of subjects. This not only broadens their knowledge base but also cultivates the skills needed for effective interdisciplinary communication.

- Cross-Disciplinary Conferences: Conferences and seminars that bring together experts from various fields facilitate the exchange of ideas and foster interdisciplinary collaboration. These events encourage researchers to think beyond their specific domains.

- Digital Platforms: The advent of digital communication tools has further facilitated interdisciplinary collaboration. Researchers can now connect with peers worldwide, sharing data, insights, and perspectives effortlessly.

While interdisciplinary communication is undeniably transformative, it comes with its share of challenges. These include differences in terminology, methodologies, and communication styles among various disciplines. However, these challenges can be overcome through effective communication and a willingness to bridge these gaps. In the future, interdisciplinary communication is poised to become even more integral. As the boundaries between disciplines continue to blur, the need for individuals who can navigate these intersections will grow. Interdisciplinary thinkers and communicators will be at the forefront of addressing complex global issues, making our world a more interconnected and innovative place. Contemporary approaches to interdisciplinary communication have become indispensable in today's complex world. They facilitate collaboration, drive innovation, and offer holistic solutions to multifaceted challenges. By embracing interdisciplinary communication, we can unlock the full potential of human knowledge and expertise, paving the way for a brighter and more interconnected future.

Conclusions

The study has highlighted the importance of cooperation with international organizations and partners to preserve and promote Ukrainian culture in the world. Using

digital platforms to publish and preserve cultural materials makes them accessible to a wider audience. Ukrainian communities and activists can use their knowledge and resources to preserve cultural property through education, exhibitions and other initiatives. Engaging young people through educational programs and initiatives can ensure the long-term transmission of cultural values to the next generation. The English language plays a key role in the transmission of cultural heritage, allowing communication and exchange between different cultures. However, it is important to use this tool wisely, celebrating the diversity of indigenous languages to ensure the inclusivity of global cultural heritage. The work has emphasized the importance of learning a foreign language to promote the country's culture and history globally. This demonstrates Ukraine's commitment to preserving and transmitting its rich cultural values. Ukraine's cultural heritage, rooted in a storied history, continues to thrive despite modern challenges. By navigating the complexities of intercultural communication, Ukraine demonstrates the potential to preserve and enrich culture in a globalized world.

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ІНОЗЕМНА МОВА ЯК ІНСТРУМЕНТ ЗБЕРЕЖЕННЯ ТА ПЕРЕДАЧІ НАЦІОНАЛЬНИХ КУЛЬТУРНИХ ЦІННОСТЕЙ УКРАЇНИ В КОНТЕКСТІ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ ПІД ЧАС ВІЙНИ

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Мета статті – вивчити складну динаміку збереження та передачі національних культурних цінностей у сучасній системі міжкультурної комунікації в умовах війни. У дослідженні розглядаються виклики та перспективи, які виникають у цьому процесі. Аналіз розкриває ключову роль мови, символів і культурних маркерів у передачі базових цінностей. Також розглядається важливість іноземної мови, міжкультурних навичок і міжкультурного розуміння у сприянні цьому трансферу. У статті висвітлюються перешкоди, з якими стикається захист культурних цінностей через зіткнення і конфлікти, що виникають внаслідок міжкультурної взаємодії, а також представлені стратегії та ініціативи, зокрема освітні підходи, реальні приклади успішних програм і заходів, спрямованих на збереження й ефективну передачу національних культурних цінностей. *Наукова новизна* статті полягає у виявленні особливостей і шляхів збереження та передачі національних культурних цінностей через міжкультурну комунікацію, що є особливо актуальним і вкрай важливим в умовах російсько-української війни. Хоча в попередніх дослідженнях висвітлювалися окремі елементи окресленої теми, ця стаття синтезує історичні, культурні та сучасні перспективи, щоб запропонувати цілісне розуміння питань, що розглядаються. *Висновки.* У дослідженні підкреслюється, що культурна спадщина України є інструментом дипломатії для отримання міжнародної підтримки. Різноманітні заходи, виставки та обміни організуються, щоб продемонструвати багату культурну спадщину України та створити альянси з іншими країнами. Використання цифрових платформ для обміну та збереження культурних матеріалів збільшує їхню сферу поширення. Залучення молоді через освітні програми забезпечує довготривалу передачу культурних цінностей. Зазначено, що англійська мова, без сумніву, є одним із найважливіших засобів комунікації. Вона не лише зміцнює нашу здатність спілкуватися з людьми з різних культур, але й долає розрив між ними. Тому вивчення іноземних мов стає важливим інструментом у прагненні України продемонструвати свою багату культурну спадщину на міжнародному рівні.

Ключові слова: національні культурні цінності; міжкультурна комунікація; культурна ідентичність; глобалізація; культурна спадщина; іноземна мова



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