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## **Cross-Cultural Studies as a Problem of Knowledge Sharing in Ukrainian Higher Education Establishments**

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The communication between multilingual communicators, who aspire to greater unity in producing communication products and popular culture, is to create information flows that are understandable to the consumer of the final product - the message itself. Development and optimization of such messages requires detailed study, processing, effective recommendations and the establishment of methodological principles for future professionals as the foundation for further interlingual communication in the world and in the European community and further integration of Ukraine into the European Community in particular.

Applied direction of Cross-Cultural Communication is to develop methods of cross-cultural training with weakening and elimination of cultural shock, etc. Social communication aspect of cross-cultural communication aimed to study markers of cultural information in order to achieve communicative understanding in cooperation as carriers of different cultures and communicative conflict prevention.