

**PROBLEMS OF INTERCULTURAL COMMUNICATION
IN MODERN WORLD: WAYS TO REDUCE MISUNDERSTANDING**

**ПРОБЛЕМЫ МЕЖКУЛЬТУРНОЙ КОММУНИКАЦИИ
В СОВРЕМЕННОМ МИРЕ: СПОСОБЫ УМЕНЬШИТЬ НЕДОПОНИМАНИЕ**

The purpose of the research is to identify the existing problems in the field of intercultural interaction. The present paper proposes the ways to reduce misunderstanding among cultures.

The result of the research is identification of effective methods to achieve mutual understanding between cultures.

Humanity is evolving according to the principle of interdependence of different countries, peoples and their cultures. In the context of these trends in social development it becomes extremely important to be able to identify the cultural characteristics of peoples in order to understand each other and achieve mutual recognition.

One of the major difficulties with this regard is specificity of interaction. Becoming participants of any kind of intercultural contacts, people interact with other cultures' representatives, who significantly differ. Differences in languages, cuisine, clothes, norms of social behavior, attitude to the work often make intercultural contacts difficult and even impossible. Effective intercultural communication cannot arise by itself; it needs to be objectively learned.

Additionally, there are some means of adaptation to culture. One of the most important tools is the Internet being a powerful means of intercultural communication contributes to the rapprochement of peoples and growth of their national and international consciousness. However, the Internet cannot be called a full-fledged assistant in intercultural integration.

There is also an option of live communication with the representatives of a foreign culture. But the process of adaptation is quite complicated for an ordinary person. The dynamics of this process is largely expressed in the formula "stress and addiction". Participation of both parties is important in this process.

In conclusion, it is worth noting that successful adaptation is possible only if several conditions meet at once. Firstly, it consists of frequent communication with foreign-

ners, intention to understand the essence of cultural differences, focusing on the future and using “Platinum rule”, specifically, “Do the way others do. Do as they like.”

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THE PECULIARITIES OF ENGLISH POETRY TRANSLATION BY M. LOZINSKY

ОСОБЕННОСТИ ПЕРЕВОДА ПОЭЗИИ М.Л. ЛОЗИНСКИМ С АНГЛИЙСКОГО ЯЗЫКА

In this report, the concept of literary translation and its various interpretations will be revealed. Moreover, since our report is dedicated to a specific Russian and Soviet translator whose name is Mikhail Lozinsky, we will examine his translation techniques in a more detailed way including specific examples. We will also compare his translation transformations with those by Samuel Marshak and Boris Pasternak on the same poems.

As for the object of the research, it is the M.L. Lozinsky’s translation of the poem «If» by R. Kipling, and excerpt from the soliloquy of Hamlet by W. Shake-