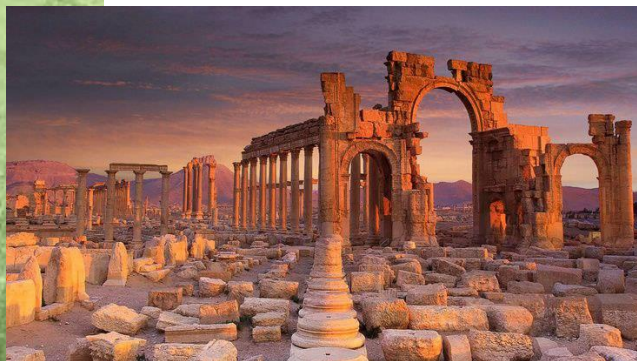


My future is in Russia

1. Read «Cross-cultural communication in the modern society»



Key words:

To implement – выполнять

A heritage – наследие

A mediator – посредник,
третье лицо

To negotiate – вести
переговоры

An outcome – итог,
результат

Modest – скромный,
небольшой

Inconspicuous –
незаметный

a) What famous historical heritage was destroyed in the XXI century and why? Name 1-2 of them.

b) Read the article about the role of cross-cultural communication in our lives.

Technological progress does not stand still. Every day we receive tons of information about various events and phenomena in the international

community. Cross-cultural ties have always been and will always be an important value of humanity. And the question is, how is this implemented in modern realities.

The preservation of cultural heritage in modern realities is a very complex issue. Leaders of states and cultural international organizations often face the issue of saving and preserving architectural and art monuments that have remained from another state on the territory of a new one. What to do about it? These are the most difficult negotiations, this is international cooperation. And the "mediator" in this difficult matter is the English language, as the language of international communication. With its help, it is possible to negotiate with representatives of such different cultures and views as the Saudis and, for example, representatives of Israel.

International cultural organizations play an important role in the media space. Exhibitions, cultural events, book translations and dubbing of films - this is a modest list of what cultural and artistic figures do. The question of the quality of the work done is always important. Both to the consumer and to the producer, it is important how well the work is done. We see only the final outcome of their labors, few people remember the names of translators, dubbing directors. But we consume this content almost every day! This inconspicuous but important work changes our lives.

Interaction with a foreign language in the intercultural sphere has always been very close. This brings and has brought results both in the political arena and in our daily lives. Your choice of profession is not limited here, but one thing is important: one way or another, you will work with a foreign language.

c) Discuss in pairs

- Which cultural sphere, in your opinion, is the most interesting and why?
- How is it possible to make new cross-cultural connections in leisure area?
- Which of the areas of intercultural communication do you encounter most often and why?

2. SKILLS Profile cases

➤ Find information about the most famous people in every cultural sphere. Choose one of them and make presentation. Please, use this important marks:

- Where and when was he/she born;
- What field do they work;
- What languages do they use in their work;
- What are their main merits/achievements;

➤ Choose one of the statements below:

- In modern realities, specialists in intercultural communication remain unclaimed.
- Culture and art have become part of leisure time
- Neural networks can replace people in many fields of art and culture
- We should develop only our own culture, leaving what is connected with the foreign cultural space to other countries

Give a 1.5 minute talk on one of these statements. You can use the following plan:

- state the problem;
- express your personal opinion and give reasons for it;
- express the opposing opinion and give reasons for it;
- say why you disagree with the opposing opinion;
- make a conclusion restating your position;