

National University of Life and Environmental Sciences of Ukraine  
Faculty of Humanities and Pedagogy  
Department of Philosophy and International Communication

**COMMUNICATION  
IN THE CONTEXT OF CULTURAL DIVERSITY:  
INTERNATIONAL AND CROSS-CULTURAL  
DIMENSIONS**

**Collective monograph**

Edited by Doctor of Philological Sciences, Professor Vasyl Shynkaruk



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This monograph examines communication in the context of cultural diversity, with particular attention to international and cross-cultural dimensions. It analyzes contemporary theoretical and methodological approaches to cross-cultural communication across educational, professional, social, and media domains. It explores theoretical foundations of cross-cultural interaction, key features of verbal and non-verbal communication, and factors shaping the effectiveness of intercultural understanding. Special emphasis is placed on the role of cultural norms, values, linguistic worldviews, and communicative strategies in international communication processes. The monograph also identifies common communicative barriers, stereotypes, and conflict-generating factors that arise in cross-cultural interaction along with strategies for overcoming them. The findings of the study possess both theoretical and practical significance and may be applied in humanities and social sciences, as well as the professional training of specialists engaged in international cooperation and cross-cultural communication.

The authors assume full responsibility for the scientific content and overall quality of the materials submitted for consideration.

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