

**CULTURAL BACKGROUNDS AND COMMUNICATION:
UNVEILING THE IMPACT ON HUMAN INTERACTION**

Introduction. Communication is a vital aspect of human existence, and every individual engages in it. According to K. Kugai [1, pp. 9-10] communication primarily involves an intricate and diverse process that initiates and fosters connections among individuals, stemming from shared needs and activities. It encompasses the exchange of information and the perception and understanding of others. Every day we have to interact with other people, and every time we do, we notice that people differ from each other in their language, beliefs, clothing styles, artistic traditions, etc. All of this makes a person who they are, and the society that surrounds them and what is the norm in that group of people also has a huge impact on them.

The purpose of the research is to analyze the impact of cultural backgrounds on communication among individuals from diverse backgrounds.

To begin with, we should define the concept of “cultural background”. Cultural background refers to the surroundings in which a person was brought up. There exist diverse cultural backgrounds, distinguished by factors such as geographical location or ethnicity. Recognizing these variations is crucial for adapting our behavior and fostering tolerance towards other cultures [4]. We share this opinion, because we need to be interested in people from different cultures to build relationships, communicate freely, or simply grow personally. For example, knowing exactly the peculiarities of verbal and non-verbal signals inherent in a given ethnic culture can reduce the likelihood of misunderstandings.

Let us take Ukrainian culture as an example. Due to its geographical location and political instability, Ukraine has been influenced by the cultures of

both Western Europe and Russia. Now we have a lot of consequences of this, such as internal language conflict, inferiority syndrome, etc. Also, many talented artists were destroyed because of the Russian terror, which was in the past and is still present. But even so, Ukrainian culture is widely known.

First of all, Ukrainian culture consists of material and spiritual values that have been shaped throughout the history of the country. We have strong family values, as well as the traditions of Ukrainian embroidery and folk music, which are an important part of the country's culture. For many Ukrainian people, it is essential to show hospitality in different ways. Guests are consistently provided with both food and drink. It is deemed extremely impolite to consume food in the presence of others without extending an offer to share [2].

One of the biggest problems of Ukrainians is that, unlike our European neighbours, we do not have a habit of smiling unless we are talking to someone or have a reason to do so. This fact can be a bit awkward and confusing for people who are not aware of it. Someone who has just arrived might think that Ukrainians are rude, always disliking something or always sad, but this is not the case. Ukrainians don't often exchange smiles between strangers in public, but if we are talking to friends or acquaintances, we can see sincere emotions that may include a smile.

Ukrainians do not use expressive body language in public. It is bad form to be loud or show a lot of emotion. Furthermore, it is not normally to make physical contact with others unless you have a family or friendship relationship. However, Ukrainians do not avoid standing quite close to each other during conversations.

In addition to the facts mentioned above, Ukrainians also have peculiarities in verbal communication. If we meet someone for the first time, we use the plural or second person form "you" (ви) when addressing older people or people of higher status. It is a polite way of addressing someone. However, if we need to talk to a friend or a person with whom we have an informal relationship, it is better to use the other form – "you" (ти). Therefore, the second

option is rude to use when you meet someone for the first time.

One of the most important distinctions between different cultures is a humor. If you do not know its peculiarities, you may have problems communicating with native speakers.

Now Ukraine is at war, however humor has become a part of our weapon. According to cultural researcher M. Naiem humor serves as a social indicator that distinguishes between one's own group and others. An illustrative instance can be found in contemporary Ukrainian military memes, some of which may only be comprehensible to Ukrainians and could be perceived as inappropriate or taboo by those from other countries. This phenomenon is considered normal, highlighting that humor is heavily influenced by the specific context in which it arises and may be challenging to grasp outside of that context [3].

Besides, humor is always a part of information warfare, and we can see examples of it by looking at history. It can also be used to understand a lot about people, just by knowing what society laughs at and what is the object of its joke culture.

Conclusion. Cultural backgrounds have a great influence on our values and beliefs, which play an important role in human life. They provide a person with the fundamental principles that form their moral compass, which is necessary to guide their behavior and decision-making. The paper presents only a small part of what a person's cultural outlook is and how it affects interpersonal interaction. It is because each nation is special and has its own values that become visible in interaction, and they shape it as something separate. In our opinion, every person should respect both the cultural values of their country and the ethnic and cultural characteristics of other nations.

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