

PHILOLOGY THROUGH THE PRISM OF THE DIALOGUE OF CULTURES

Philology, as a science of language and literature, offers us a unique opportunity to explore the interrelationships between cultures through the analysis of texts. In today's world, against the background of globalization and growing intercultural ties, the dialogue of cultures becomes a key aspect of coexistence and mutual understanding. The work aims to explore the role of philology in this process and identify opportunities for interpenetration and exchange between different cultures through the analysis of textual sources. One of the most interesting methods of analyzing the interaction of cultures is the study of literary works that reflect the influence of one culture on another. For example, the novels of Franz Kafka can be seen as an example of the interaction of Western and Jewish cultures, while the works of Chinua Achebe allow us to reveal the clash of African and European cultural values. Analysis of such works helps reveal the ways in which cultures interact and influence each other through textual sources, which is exemplified by the quotes below.

- "Language is the key to understanding the cultural world of another nation" – Ivan Franko
- "The language we speak shapes who we become" – Rita May Brown
- "Culture is the same leader that language is, because without language there is no culture" – Francis Hoeben
- "Language is a window to culture. The more languages you know, the more windows you have" – Frank Smith
- "Culture begins with language" – Jacques Delil

The purpose of research on the topic "Philology through the prism of the dialogue of cultures" is to try and understand the interrelationships between linguistic and literary texts of different cultures, possibly identify the ways in which cultures interact through language and literature, and reveal the possibilities of philology in supporting dialogue and mutual understanding between different cultural groups. The main goal is to establish and study key aspects of the interaction of cultures through textual sources and to develop strategies for promoting mutual understanding and cooperation between cultures in the modern world.

Language plays a key role in the interaction of cultures. Translation of literary works can be an excellent example of such interaction. For instance, the Ukrainian translated edition of "Mao Zedong and the Revolution in China" created an opportunity for Ukrainian readers to get an authentic view of the Chinese on their revolution through the prism of the Ukrainian language and cultural context. Another example can be the work of Hung Thanh Nguyen, in which the author describes the conflict between traditional Vietnamese values and the influence of Western culture on the younger generation. This conflict is reflected in the novel "The Country of My Parents", which makes the work important for understanding the interaction of cultures in the modern world in perspective.

Some more important examples of the influence of the language on the cultural context are: the work of Arthur Rimbaud and the novel "The Picture of Dorian Gray" by Oscar Wilde. In his poems, Rimbaud experimented with the language and effected a unique world of inner experiences and feelings, which influenced the development of the linguistic and literary culture of France. "The Picture of Dorian Gray" also became an important work that revealed the cultural context and moral values of Victorian society. This novel explores themes of moral degradation, inner beauty, and the influence of society on the individual.

The issue of language influence on cultural context also includes issues of

cultural adaptation and preservation of linguistic heritage. In today's world, when globalization is ongoing, the question of preserving unique cultural features and linguistic traditions under the influence of other cultures and languages is rather actual, and especially relevant for small language communities that are under severe pressure of larger cultures and languages. The solution of the above mentioned can be the implementation of various programs aiming to preserve and develop linguistic and cultural heritage, support them at schools and universities, as well as create international exchange programs to contribute the study and understanding of various cultures and languages. It is also important to support language rights and develop intercultural dialogue, which contributes to the preservation and development of cultural diversity, which is observed in the quotations:

- "I am the one who looks not at the world, but at its depth" – Arthur Rimbaud
- "Life is a fire that consumes itself" – Oscar Wilde, "The Picture of Dorian Gray"
- "I believe that we live in a world where pride has long since been banished from the gates, where we are ashamed of what we dream. Modernity is a shame of dreams" – Oscar Wilde, "The Picture of Dorian Gray"
- "The most important thing in art is expression. An artist creates beauty that becomes truth" – Oscar Wilde, "The Picture of Dorian Gray"
- "Words don't solve anything. They just fly in the air like flies. Only actions do" – Hung Thanh Nguyen, *The Land of My Fathers*

To conclude, it should be noted that any study of a language influence on cultural context is extremely important for modern world understanding. Language not only facilitates communication, but also works as an important element in the formation of cultural values and identity. Cultural knowledge and traditions are reported through the language, which makes it a key factor in the cultures' interaction. The study of this topic brings a better understanding of how language affects world's perception of a human. The research into

interaction between languages and cultures helps to preserve and develop cultural heritage and linguistic traditions, promotes the development of intercultural dialogue and mutual understanding, further develops societies, maintaining cultural diversity.

REFERENCES

1. Bart Roland. Fashion system. - Kyiv: Stary Lev Publishing House, 2015.
2. Humeniuk M.O. Theoretical foundations and methodology of mass culture research. Kyiv: Publishing House of the National University Kyiv-Mohyla Academy, 2008.
3. Deanser Joseph. Language and Colonial Power: Language at the Roots. Lviv: Publishing House of Lviv Polytechnic, 2015.
4. Said E. Orientalism. Kyiv: Spirit and Letter, 1996.