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## LINGUOSOCIOCULTURAL BARRIER AND WAYS OF ITS OVERCOMING IN TRANSLATION

A modern society peculiarity is the convergence of countries and nations, the globalization of the world by and large. Globalization puts forward society the priority requirements: the formation of communicative skills and cooperation with people of different social groups, ethnic groups, nations, nationalities, denominations, religions.

In this connection, in the structure of intercultural competence the relevant problem is becoming problem of mutual understanding, such as in many practical situations of communication a person deals with the fact that his words and deeds are mistakenly perceived by the partner, in the process of communication there are some difficulties and barriers. Such communication difficulties are commonly called linguosociocultural barriers, which require special efforts and special knowledge to overcome.

Communicative barriers in the process of communication are diverse, due to different factors. Therefore, it is very important to understand their nature, causes and conditions of origin and solution. The most imperative thing is to realize the importance and to maintain normal human relationships in any activity. It should be noted that it is impossible to obtain a positive result without respect, understanding and patience of the personality of the partner in communication.

Linguosociocultural barriers can be caused by various reasons. Therefore, barriers can be divided in such types: the barrier of phonetic understanding, the semantic barrier of understanding, the stylistic and the logical barrier of understanding [2, p. 57].

- 1. The barrier of phonetic understanding. The phenomenon of phonetic misunderstanding appears as a result of the use of an obscure language or speech with a large number of parasite sounds communicator. For instance: weather whether (nozoda uu); be bee (бути бджола).
- 2. The semantic barrier of understanding. It is due to the fact that the participants use different meanings of words. The reasons may be the following: limited lexical reserve in one of the interlocutors; social, cultural, psychological, national, religious, professional, group and other differences. The semantically incorrect use of words can be illustrated by the following examples: «If push comes to shove». As we know, the meaning of this idiom «В кінці-кінців». Вит in some countries, in the process of such idiomatic phrase translation there is another semantic meaning «Якщо сильно штовхнути».
- 3. The stylistic barrier of understanding. It usually occurs when it is inappropriate of speakers' language, the situation of communication and the speeches' style, and those one who is currently listening.
- 4. The logical barrier of understanding occurs in cases when the communicator logic is too complicated to understand of the listener, or it seems to him to be incorrect or contrary to his own manners.

It is advisable to indicate ways of communication improving and linguosociocultural barriers with native speakers reducing. In order to overcome the phonetic barrier, constant listening is necessary, in order to overcome the semantic barrier, it is necessary to study situational variants of words' using, especially those with multi meanings. Overcoming the sociocultural barrier can occur only if there is knowledge of not only the language but also the cultural features of the nation, customs and norms in verbal and, especially, non-verbal communication. It is known that the important method of effective listening to a partner is the non-verbal listening — reading of facial expressions, poses, gestures of the partner [1, p. 76]. Knowledge of the rules and characteristics of non-verbal communication, characteristic of different cultures is necessary for quality and effective interaction with their representatives.

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