– intercultural competence as a student's ability to identify, recognize, interpret, compare and discuss the concepts, views, rules, regulations, and other components of their own or another professional picture of the world;

– intracultural competence as the ability to identify, comprehend and interpret the concepts, ideas, norms and rules of their own professional culture;

– outercultural competence as the ability to identify, comprehend and interpret the concepts, ideas, norms and rules of a professional linguistic culture.

These three competences, making macro-level structure of the professional intercultural competence include more specific competences, each of which, firstly, is influenced by the triple interconnected macro competences and, secondly, is professionally marked. These micro-level or sub-competences are presented by linguistic, socio-linguistic, socio-cultural, strategic, discursive and social competences which are typical for both home and foreign cultures.

Thus, one can talk about the complex nature of the intercultural communicative competence of a technical professional training, which is a set of competencies and sub-competencies and which can be considered to be universal.

So, all of the above mentioned leads to the important conclusions. Firstly, as a result of the analysis of the semantic peculiarities of the concept of «professional intercultural communicative competence» it is possible to identify and detail current understanding of this category. This understanding involves consideration of the intercultural professional communicative competence and its close correlation with the features of the native and foreign societies implemented in the professional sphere of human activity. Secondly, intercultural originality of professional communicative competence as the essential characteristics of a technical college graduate is manifested in all its components in the unity and uniqueness of functioning of system-components.

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LANGUAGE BARRIER IN ENGLISH LEARNING AND METHODS TO OVERCOME CHALLENGES

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The modern conditions of professional activity which are the result of rapid development of global business determine an increasingly growing interest to learning foreign languages and, especially, English as a means of international communication. The success of cross-cultural relationships depends on the ability of people to adequately understand each other, interact and cooperate. Though there are many different methods to learn a language, which can help graduates of higher educational institutions to know various grammar structures and many words, they still experience difficulties in spontaneous conversations, which may be referred to as language barrier. In psychological-pedagogical literature [2, 4, 5], there is no uniformity in the interpretation of the term "language barrier". The researchers and people who are able to speak English imply different concepts. Recently, in cross-cultural communication one more aspect of this notion has been discussed and acquired a new name "cultural-linguistic barrier" which indicates certain handicaps in multinational communication originated due to cultural differences of interacting speakers [2]. Despite the diversity of the interpretations, there is one common feature. The concept of language barrier embraces everything that hinders effective exchange of information, that is the process of sending and receiving messages [1], the issue involved is communication. According to [6], barriers to communication are defined as, "aspects of or conditions that interfere with effective exchange of ideas or thoughts." Barriers to communication can be anything that distorts or prevents a message from being properly sent or received.

In English learning practice language barrier refers to difficulties which occur in conversations when a foreign language is being used [5]. Not only beginners but also advanced learners can experience these difficulties, in most cases this happens due to a number of psychological reasons. Probably, the most important challenge is the fear to make a mistake which is brought up from the childhood. Therefore, even adults are instinctively trying to avoid mistakes, so they prefer to keep silent or say simple "Yes" or "No" answers, as they are afraid to make an impression of being

stupid or funny. Fear of unknown is also commonplace when people get into an unfamiliar situation since they have to speak with a stranger using the language which is not native. Some people are ashamed of their accent in English. Not ideal pronunciation can reveal that the speaker does not belong to the same community, and he does not know how the surrounding native speakers will react to his speech. Moreover, people think that native English speakers will laugh and they will look stupid. The fear to speak slowly is one more source of difficulties since English learners are under wrong impression that native English speakers expect them to utter 120 words a second but not a normal speech rate. Finally, the fear not to understand what the interlocutor is talking makes us speak too loud or prevents us from trying to speak English. It actually grounds on all the mentioned above fears, and can originate from the idea that if a person makes mistakes, speaks too slow, has an accent, and does not comprehend some words, the English speaking interlocutor will not understand him.

Among the challenges which do not deal with psychological factors but rather development of language skills the most common are:

- Small vocabulary. The wider your vocabulary, the easier you covey your thought for the interlocutor. In case of narrow vocabulary it will be difficult for you to formulate ideas and comprehend the words of English speaker.
- Poor grammar. The basic knowledge in this area can allow you to discuss the simplest topics, however, more complicated subjects and communicative situations require more complex grammar structures. Complex grammar may be crucial in understanding oral communication.
- Lack of practical training. Learning English once a week or a month is of no use. To develop any language skill it is recommended to meet with the English teacher systematically not less than twice a week for 60-90 minutes and spend 20-30 minutes daily for self-study.

The practice has shown that the most effective way of overcoming the language barrier is to communicate directly with the native speaker of the English language. However, not every person can afford interacting with the native speaker; as a consequence, one may try to make use of other methods. One of these methods is intensive purposeful self-study training on overcoming these difficulties. It can be based on a number of practical recommendations [3].

The most important thing is that you should calm down. You should remember that not only you but also your interlocutor can get confused and is afraid of being misunderstood. According to researches negative emotions affect language and communication abilities in a bad way. If you are nervous or upset, it will be more difficult for you to express your thoughts than when you are calm. The next step is to let yourself make mistakes, try to get rid of an intention to be ideal or perfect. At the beginning you may make a lot of mistakes, however, as soon as you practice more speaking, the amount of them will decrease. You should not be afraid to "sound" incorrect. The learners are aimed to pronounce sounds distinctly and correctly, however, accent is present in the speech of many English speaking people and that fact does not prevent them from effective interactions. Moreover, you should not hurry up. At first you should speak slowly, make pauses and take some time to find the suitable word, but you should focus on being grammatically and lexically correct. The speed (which has nothing in common with the understanding the content), can be developed as a result of much practice. While trying to comprehend what your interlocutor is saying, do not pay too much attention to separate unfamiliar words. Don't think too much over their meaning, simply drops them. The idea is that you must understand the general meaning of what has been said, e.g. the main message. You should not be afraid to repeat your words, sentences or questions if the interlocutor does not understand you. You even can paraphrase or simplify them. In your turn do not get embarrassed to ask your questions again, or ask a foreigner to slow down his speech if he speaks too quickly for you to understand him. The approach to the successful understanding in oral communication is "the easier, the better". A simple sentence can be understood easily, though you should develop your communication skills by gradually adding to variety of your vocabulary (phrasal verbs, terms, idioms) and using more complex grammar structures in course of practice. In this respect one more way to succeed is to learn by heart the whole phrases but not separate words, as in actual speech you will not take time to combine single words into phrases, and you will formulate your thoughts and talk quicker. In order not to worry if you can understand English speech presented orally it is recommended to develop your listening skills. You may listen to news, songs, watch movies, series, talk and TV shows on the Internet in English. Try to spend at least ten-twenty minutes a day for practice listening, and do not stop even if you do not understand most of what has been said. Your ears must get used to unfamiliar sounding, and gradually you will adapt to everything you hear. It is a well-known fact that knowledge of grammar facilitates understanding in listening and helps to formulate your ideas in a compact and distinct way. You may overcome language barrier only if you practice a lot in speaking with an interlocutor, that's why you should find a suitable partner. This can be your friend, or a person who is also interested in developing his communication skills or a teacher, with whom you can interact personally or via Internet participating in special chat room on websites for those who want to exchange their language experience. In course of self-study you may also train speaking English. For this you should say everything aloud. When you read a book, read it aloud, if you do grammar exercises, say everything you are writing aloud, while watching a movies, and repeat the phrases of characters aloud. There is a tendency to remember better and faster the words that are uttered, then those that you studied without saying them aloud. Last but not the least, you should smile more since there is a stereotype that the Russians are grim people who never smile. By the way, a smile in course of communication is a necessary condition for an effective interaction in European countries. Good-minded and smiling English learner can get help from his or her interlocutor quicker than a nervous and frowning one.

There is a wide variety of methods which help to get rid of difficulties in communication using English, and learners can do this in course of their study in class at higher educational institutions or individually at home applying manuals or different technological devices and internet technologies. To overcome a language barrier is vital, since new types of oral communication are getting more and more common due to distance interactions using international language,

and intensive cooperation in the area of science and engineering which requires development of both written and oral communication skills in native as well as in a foreign language.

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CORPORATIVITY: MODERN ORGANIZATIONAL COMMUNICATION

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Organizational communication is a special type of communication a certain organization administration undertakes for the exchange and the transmission of important information to a large number of people both inside and outside the organization. Organizational communication is necessary for effective management, taking right decisions, coordination and control of the company [5].

In modern Russia corporate social pattern becomes more and more popular. Corporativity is a new type of social interaction and coordinated communication.

In the presented paper corporate communication is understood as a particular type of organization and official communication, which reflects the interests and peculiarities of corporate organization (corporation). For example, if the corporate edition is called «corporate», it is clear that the company is democratic and creative. If an organization is serious and having strong reputation, it is usually displayed in the media. Corporate edition is an opportunity to create an information space in the organization. Through the magazine bosses notify their employees about the plans for the future. They express their point of view on what is going around, the priorities in work. Thus, the company's corporate spirit and values are revealed by this concept. Therefore, McDonald Corporation has a set of corporate rules and standards to follow. They are called «Bible McDonald's» and define the basic principles of communication and behavior in the organization: culture, quality, purity, availability [6].

Russian «Sberbank» Corporation is known as an open, creative, and serious organization. Openness and accessibility for everyone are traditional for this organization. It can be seen in its new program «Crowdsourcing» that is an open dialogue of the bank with the community. It aims at providing the opportunity for everyone to prove and change the life to the best [7]. A well known program «THANKS FROM SBERBANK» creates an image of a polite and respectful organization. It communicates the idea: «Thank you for the fact that you trust us. Thank you for choosing us to manage your finances. Thank you for staying with us for many years». Here the repetition of the words «thank you» promotes the expression of gratitude and modifies a person's desire to work or collaborate with this organization [7].

Thus, corporation communication within the corporation is carried out in different ways. In this regard, one can distinguish different corporate communication genres. A corporate genre means the whole complex of genres that reflect the collective values and beliefs, reflecting the interpersonal relationships within the company, aimed at uniting the collective [2].

On this basis, it is possible to identify three types of genres:

1) *media genres*, which include: a) corporate publications aimed at informing the staff members about the company's current events; b) corporate websites where everyone has the opportunity to read about the news, achievements, actions, orders, etc.; c) the Internet portals; c) the Intranet;

2) *entertainment genres*, among which: a) corporate events (contests, corporate parties, corporate weekend programs, creative competitions, welcome days, corporate out of door activities, etc.) aiming at uniting the collective; b) progress review; c) corporate greetings devoted to different occasions, where the corporate values are transmitted;

3) *educational genres* such as: a) corporate training and b) training seminars, where the laws and norms of behavior in the organization are repeated and fixed.

When analyzing the linguistic means used by the most successful Russian corporate publications it is obvious to come to the conclusion that they are aimed at uniting the team and demonstrating their social significance. As a rule, the company assumes responsibilities for its employees, partners, customers and environment. The idea of corporativity is very often promoted by using the pronoun «we» [1].