

## Literature

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## Резюме

У статті розглядаються природа мовних змін і причини, які їх викликають. Англійська мова протягом усіх трьох історичних періодів зазнала значних змін, деякі з них тривають і по сьогоднішній день. Особливо цікавим є те, що усі зміни характеризуються регулярністю і носять системний характер. Причини мовних змін криються у психологічних та когнітивних чинниках. Серед причин, які мають когнітивну основу, виділяються аналогія та зворотній аналіз. Морфологічні зміни також виникають під впливом мовних контактів. Соціальні фактори відіграють визначальну роль у вирішенні того, чи закріплюється зміна мовною спільнотою.

## THE POSSIBLE INFLUENCES OF CULTURE AND CULTURAL DIVERSITY

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In Purnell's paper [Purnell, 2003] **culture** is learned first in the family, then in school, then in community and other social organizations such as church. Culture may be defined as: „the shared, learned meanings and behaviors that are transmitted from within a social activity context for purposes of promoting individual/societal adjustment, growth and development. [Marsella 1999:436].

**Cultural diversity** is variety of cultural groups and differences among them. Major influences that shape peoples' worldview and degree to which they identify themselves with and adhere to their cultural group of origin are called the primary and secondary characteristics of culture. The primary characteristics are nationality, race,

colour, gender, age, and religious affiliation. They cannot be easily changed. The secondary characteristics include educational status, socioeconomic status, occupation, military experience, political beliefs, urban versus rural residence, enclave identity, marital status, parental status, physical characteristics, sexual orientation, gender issues, reason for migration and length of time away from the country of origin. Cultural communication includes concepts related to the dominant language and dialects; contextual use of the language; and paralinguistic variations such as voice volume, tone, intonations, reflections, and willingness to share thoughts and feelings. Nonverbal communications such as the use of eye contact, facial expressions, touch, body language, spatial distancing practices, and acceptable greetings; temporality in terms of past, present, or future worldview; clock time versus social time; and the use of names are also important communication variables.

**Cultural awareness**, essentially the objective material culture, has more to do with an appreciation of the external signs of diversity, such as arts, music, dress, and physical characteristic [Fitzgerald 2001:149-156]. **Cultural sensitivity** has more to do with personal attitudes and not saying things that might be offensive to someone from a cultural or ethnic background different from the society's. **Cultural competence** has several characteristics and includes knowledge and skills as well as the following:

- developing an awareness of one's own culture, existence, sensations, thoughts, and environment without letting them have an undue influence on those other backgrounds,
- demonstrating knowledge and understanding of the other cultures, health-related needs, and meanings of health and illness,
- accepting and respecting cultural differences,
- resisting judgmental attitudes such as „different is not so good,“ and
- being open to cultural encounters,
- being comfortable with cultural encounters,
- adapting care to be congruent with other cultures,
- cultural competence is an individualized plan of care that begins with performing an assessment through a cultural lens [Fitzgerald 2000:184-200]. The skills required to communicate in culturally appropriate manner are the same as generic skills – namely an open, sensitive, empathic and non-judgmental approach and a positive regard, attitude and respect for differing values and practices.

## Conclusions

Today each culture has the right to be respected for its unique individuality. Immigrational status influences a person's worldview. Human beings adapt biologically and physiologically with the aging process and knowledge about biological differences, psychologically in the context of social relationships, stress and relaxation, socially as they interact with the changing community and ethnoculturally within the broader global society.

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## Summary

The paper deals with the possible influences of culture, cultural differences of people from other cultures and cultural diversity. For all society members sensitivity to the cultural, ethnic, linguistic and social diversity among people from other cultures helps avert problems and misunderstandings and improves satisfaction of all concerned and leads to better outcomes. Society and individuals who understand other culture members' cultural values, beliefs and practices are in a better position to be co-participants and provide acceptable cultural care.

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## **GLOTTISSCHLAGEINSATZVARIETÄTEN IN DER DEUTSCHEN STANDARDAUSSPRACHE**

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Im vorliegenden Beitrag werden nicht nur die Eigenheiten des deutschen Vokalsystems erläutert, sondern auch die Variabilität der deutschen Standardaussprache. Damit kommen wir einem der zentralen Probleme der deutschen Artikulationsbasis nahe – dem Problem der Vokaleinsatzrealisierungen, die im Deutschen eine große Variantenvielfalt aufweisen.

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