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THE IMPORTANCE OF INTERPERSONAL COMMUNICATION IN A CRISIS SITUATION

In the modern world, the problem of communication has become extremely relevant. With the development of information technologies, social networks and globalization, the volume of information is growing rapidly, which significantly affects all spheres of society. Effective communication is not only an important component of personal development, but also a key factor in the successful functioning of social, political and economic systems. The main purpose of communication in the development of modern society is its integrative potential. On the one hand, communication is designed to systematically organize society, on the other hand, to strengthen its integrative potential. This is how the scientist Alain Touraine viewed communication. He believed that it allows us to program society for change and improvement. If its message is correctly formulated, we can achieve colossal results in the development of society in socio-economic, technological, and other areas.

The problem of communication is actively studied in various fields of science: sociology, psychology, linguistics, management and other disciplines. Particular attention is paid to the issues of interpersonal communication, intercultural dialogue and the impact of digital technologies on the information space. Scientists develop models of effective communication, methods for improving communication skills and study barriers that hinder productive interaction. Among the famous researchers of the problem of communication, one can single out such scientists as Karl Deutsch (research of political communication), Jurgen Habermas (theory of communicative action).

The purpose of the study is to analyze the role of communication in the development of society and its impact on various spheres of life. In the 1980s, the Japanese scientist E. Masuda. defined communication not only as a means of information exchange, but also as an important economic category and social good that affects all spheres of life. He argued that the level of development of communications is an indicator of social progress, as it ensures faster implementation

of innovations, accelerates their dissemination and contributes to the development of automated systems that stimulate social change.

From this point of view, communication performs an important socio-cultural function, shaping the social worldview, style of thinking, as well as the idea of freedom and democracy. Masuda emphasized that the development of communications contributes to the formation of a new system of values, based on trust, sincerity and openness, which, in turn, changes both production processes and the level of social development in general.

The scientist also emphasized that communication is capable of transforming the social order, changing the principles of organizing society, contributing to the expansion of cultural relationships, the mass spread of the industrial way of life, as well as the unification and standardization of state ideologies.

The process of communication in society consists of a number of sub-processes of forming communication interaction, which is carried out within the framework of socio-communication activities in society, including traditional and new media technologies. These include awareness of the goal, formulation of messages, choice of a sign system and information transmission system; communication channel; form of content presentation; coding and decoding (conveying the idea of the idea to the recipient); message interpretation; perception; understanding as a reaction to the result of communication between the recipient and the sender. New trends in the field of implementing the communication process have found their reflection in integral models of social communication. Important factors of communication are its dynamism and constant evolution, which dictate certain defining rules for modern society and its possible changes.

The communication process in society includes a number of sub-processes that ensure the formation of communication interaction within the framework of social and communication activities. It covers both traditional and modern media technologies. The main stages of this process are: determining the goal, creating a message, choosing a sign system and a method of transmitting information, choosing a communication channel, determining the form of content presentation, encoding and decoding the message, its interpretation, perception, as well as understanding, which is the reaction of both the sender and the recipient.

Modern trends in the field of communication are reflected in integral models of social interaction. The key characteristics of the communication process are its dynamism and constant development, which determines the basic principles of the functioning of modern society and can influence its transformation.

Thus, communication is a special form of interaction between people through the transmission of information.

As a conclusion, it can be noted that in modern society we are familiar with variability. Changes in the ways of providing information and directions are constant. Protest, the importance of communication in modern society is difficult to overestimate. It is the main tool of progress. Communication is one of the leading roles not only in real space, but also in virtual space, where it is used for various purposes. It is very important that with rapid social development and growing opportunities for interaction, those basic price guidelines that emphasize the human dimension of the communication process remain stable.

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ІННОВАЦІЙНІ ІНСТРУМЕНТИ ДЛЯ ДОТРИМАННЯ МОВНИХ СТАНДАРТІВ В ЮРИДИЧНІЙ СФЕРІ

Інноваційні технології мають великий потенціал у юридичній сфері, але їх впровадження вимагає вдосконалення відповідних регуляторних норм та стандартів, що дозволило б використовувати технології з максимальною користю та мінімальними ризиками для професійної правничої діяльності. Вивчення теми застосування інноваційних технологій для дотримання мовних норм у юридичній практиці охоплює широкий спектр наукових напрямів та міждисциплінарних підходів, залучаючи правників, філологів, ІТ-фахівців і дослідників штучного інтелекту. Кожен із з цих векторів аналізує різні аспекти щодо інтеграції технологій у правничу сферу (див. табл. 1).

Таблиця 1. Сучасні особливості інтеграції технологій у юридичну сферу

