

product or technology development category, this refers to a fundamental challenge for the entire business, and, as such, it must stand for a continuous process. At the same time, innovation is one of the greatest opportunities for marketing specialists to leave their mark on the organization, to take fundamental endeavors based on the profound understanding of the opportunities presented by the market and the clients' needs, to overcome the functional role and to collaborate with all the company's employees, so that to be close to the strategic challenges and opportunities, with a long-lasting effect.

Literature

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Nataliia Gluboka – *second-year student of International Economics of Education and Research Institute for Business Technologies "UAB", Sumy State University*

Scientific supervisor: Anna Kozlovska – Associate Professor of foreign languages department, Education and Research Institute for Business Technologies "UAB", Sumy State University, Candidate of Philological Sciences, Associate Professor

THE IMPACT OF LANGUAGE AND CULTURE ENVIRONMENT ON THE FORMATION OF PERSONALITY QUALITIES OF THE YOUTH

We all need to be taken care of, validated, encouraged, and given support. When we can receive these things from others and use them to nurture our spirits, this is healthy dependency. When we draw strength from these experiences, it allows us more easily be independent at other times – relying on and caring for ourselves, and being the one to support others. This is called interdependence, and it's a flow in relationships of both giving and being able to receive. Over-dependency is when you find yourself struggling to return to emotional interdependence when needed. But we know one more type of dependence – the dependence on other people's opinion. So, the overall objective of the article is to observe the ways of overcoming approval addiction as it greatly influences the formation of personality qualities of the youth.

Do you ever worry about what people think about you? Have you ever felt rejected and gotten defensive if someone criticized something you did? These and many other questions trouble lots of people while making a decision. There are two types of decision makers in the world. The first are internal decision makers. These are the people who self-analyze every step, every option, and every possible outcome and never talk it through with others. This doesn't mean they don't care about other people's opinions. In fact, it is

quite the opposite. They have been burned so many times; they choose to make their decisions on their own as a way of avoiding being rejected. The second is an external decision maker. These are people who constantly seek the opinions of others, asking for their approval in ways such as, “Do you like this idea?”, “Am I right?”, “Does this dress look nice on me?” They are thought of as team players because they want to get everyone involved in their process. They simply can’t move forward without the validation from others. And about validation... Have you ever come up with an idea that you thought was brilliant? You said to yourself, “No one else has ever thought of this” and you’re going to make millions of dollars on it, right?

You tell your parents, best friend and they say, “That’s a terrible idea! No one will ever buy that.” You’ve been stopped cold before you ever had the chance to get your idea off the ground. What happened to the dream? It died on the table. Someone else’s opinion meant more to you than your dream. You placed a higher value on their opinion than your brilliant idea. Imagine if the founders of Apple, Facebook and Google gave up the first time someone told them “no” or said, “no one will ever spend that much time connecting with friends on a computer!” The addiction to what other people think represses us, makes us being afraid of the consequences of following the life we really want. So, whose opinion is the most important for us? According to statistics the opinion of family received 35%; friends and their opinion – 25%; colleagues – 15%; acquaintances – 20%; and strangers – 15%. In general, the opinion of strangers shouldn’t matter very much, but in practice we see that people really worry about it. Gregory L. Jantz describes nine things [1] that dependent people do:

- they have difficulty making everyday decisions without advice and reassurance;
- they need others to assume responsibility for many major areas of life;
- they have difficulty disagreeing with others out of fear;
- they struggle to start projects or things on their own;
- they feel anxious or distressed when alone, or when thinking about being alone;
- they make themselves responsible when bad things happen;
- they feel responsible for fulfilling the expectations of others;
- they have a high need for validation and approval from others;
- they are unable to create or defend personal boundaries.

Now let’s move to our recovery, namely – five mind tricks to care less. The first rule – realize that life is short. You have everything in your power, right here today, to do whatever you want. Don’t hold back by caring about what others think. Don’t grow up in this short life only to look back in regret, constantly asking “why?” or “what if?”. This brings us to the next point. People don’t care about you. When we get paranoid or start to think about what others think of us, we tend to think that that’s what people like to do. That is to say,

people like to spend all their time making judgments and coming up with opinions on you. People care only about their problems and you aren't their problem. This is because people are very flawed too. I had to say "too" because when we keep caring about what others think of us, we actually forget that everyone makes mistakes. The same people you think are judging you are not perfect. They're humans too. So, fourth rule – forceful mindfulness. It's time to move forward and do what you love, no matter what. Instead of worrying about what others think of you, be mindful of what's happening in front of you. So, embrace uncertainty and don't be afraid to make mistakes. Accept that the future is scary, yet can bring you unexpected goodness in your life.

Personality is shaped by both genetic and environmental factors; among the most important of the latter are cultural influences. Culture consists of shared meaning systems that provide the standards for perceiving, believing, evaluating, communicating, and acting among those who share a language, a historic period, and a geographical location. Culture is transmitted via language, media messages, cultural practices and institutions, and through the modeling of behavior. Our personality cannot be separated from the broad social and cultural context where it develops and is expressed. Personality is completely interdependent with the meanings and practices of particular language and cultural contexts. Young people develop their personalities over time through their active participation in the various social worlds in which they engage.

Literature

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Валерія Сергіївна Гримайло – студентка III курсу Сумської філії
Харківського національного університету внутрішніх справ
Науковий керівник: **Валентина Анатоліївна Василенко** – професор
кафедри гуманітарних дисциплін Сумської філії
Харківського національного університету внутрішніх справ,
кандидат філологічних наук, доцент

ВУЛЬГАРИЗАЦІЯ ЯК ЯВИЩЕ СУЧАСНОГО УКРАЇНСЬКОГО МОВЛЕННЯ

За статистичними даними, українська мова займає за кількістю її носіїв 25-те місце. Вона є також третьою за поширеністю серед слов'янських мов. В Україні близько 31 мільйона осіб спілкуються українською мовою. В останні роки ця цифра поступово зростає.

Українська мова — не лише засіб спілкування, а й скарбниця духовного і культурного спадку українського народу. У витворених