SUMMARY

Relevance of the research issue: Due to globalization and the development of means of communication mobility of the population of the Earth is growing steadily. Thus intercultural contacts are becoming more and more frequent, especially due to migration.

When finding him or herself in a foreign culture an individual is forced to adapt to the new realia. The process of adaptation can flow fast and relatively trouble-free. However, the necessity to adapt requires much emotional and psychological effort provoking stress. This stress of acculturation is called “culture shock”.

Due to high percentage of population migration, most countries of the world are multinational and multicultural. A peaceful and prosperous dialogue between cultures is therefore very important, to maintain which we need to understand the mechanisms of intercultural interaction and the factors favorably influencing intercultural communication or provoking incomprehension and conflicts. That is why it is important to study the phenomenon of culture shock, and, most importantly, to understand whether this phenomenon still remains in cross-cultural communication, or whether it has passed into the category of myths with a strong link with the past. This specifies the relevance of the study.

The purpose of the work is to find out whether culture shock in cross-cultural communication is a myth or reality.

Research objectives:
- generalize, systematize and concretize the previously published material on the subject;
- collect information about individual experience of intercultural interaction and adaptation to a new culture and subsequently analyze it;
- identify the main factors influencing the emergence of cultural shock to the individual;

Scientific novelty:
1) The phenomenon of cultural shock is seen in its current development and relevance today;

2) To analyze the phenomenon of culture shock we used poll data and information obtained from other sources, such as, for example, the Internet;

**Structure:** introduction, two chapters, conclusions to each chapter, the general conclusion and the 26-bibliography (seven of which are in foreign languages). The total volume is 56 pages.

**Summary:** Culture shock today is a myth, which is rarely displayed in the modern world. The notion of cultural shock mythologized and is used to indicate the slightest surprise due to unlikeness of other cultures to their own or stress, and is often used incorrectly to describe the perplexities experienced when confronted unusual, unexpected, incomprehensible or unpleasant behaviour of other people. The study revealed that the demographic group still somewhat prone to cultural shock is elderly people. For the majority of young people culture shock is alien since the modern young generation has grown up in conditions of globalization and of integrated information space. Moreover, it should be noted that young people adapt to the unfamiliar conditions much faster and easier than older generations. In professional cross-communication partners are not experiencing culture shock, because there is no element of adaptation, and also because communication partners know the language of communication and do not trying to mask themselves to someone else's mentality and culture.