

be a text in Chinese. After receiving the business card of a Chinese partner, you have to read it carefully, then put it in front of you on the table or in a case. Chinese names usually consist of three words, the first is a surname, and the following ones mean a name. Chinese business is oriented first on the relationship, then on the deal. Therefore, you should not hope for successful business with Chinese partners without having a reliable, trusting personal relationship with them (“guanxi” is the spirit of friendship). The Chinese devote a lot of time and effort to establishing such relations. In the course business communication, they usually arrange banquets, games, golf, in order to get to know their partner as best as possible, to study their strengths and weaknesses, to make sure whether they can be trusted personally. A distinguishing feature of negotiations with representatives of Chinese companies and organizations is the attitude to the terms of the contract as an object that is always in a state of negotiation. European businessmen are really annoyed by this approach.

The American model of the business communication culture highlights that the Americans are quite pragmatic, self-confident and sometimes rigid. When communicating, Americans are quite open, they do not like emphasized formality.

They are polite, tactful, democratic, regardless of the age and social status of the interlocutor. Consideration of any issue by the Americans is based on logical reasoning and common sense. Reflecting on a certain problem, they move from the general to the specific, referring to certain arguments. American businessmen are meticulous about the legal drafting of business papers, so they usually invite a lawyer to participate in the negotiations.

A successful business requires understanding the local market structure and consumer preferences to determine what products and services are in demand and how they can best meet those needs. In addition, you have to make a survey concerning your competitors, make sure that the company's operations and processes comply with the local standards and regulations as well as environmental acts and labor laws, and adapt your products and services to the needs of the local consumers.

Companies should also be aware of all the taxes and fees associated with the running business in the region.

In conclusion, it should be noted that adapting to local business practices can be difficult, but it is essential for companies that want to succeed in the global economy.

They must be prepared to research the peculiarities of the local cultural standards, customs and regulations, as well as understand the local market mechanism and consumer preferences. In addition, companies must ensure that their services and products comply with the local standards and be prepared to tailor their offerings to local customer needs. By adapting to local business practices, they can increase their chances of success in the market.

*A. Skrypka*

## **PUPPET THEATER**

*A. Скринка*

## **ТЕАТР ЛЯЛЬОК**

Puppet theater is a theatrical spectacle in which puppets act. Usually, the actors who control the puppets are hidden from the audience. But recently, “live” puppet theater has become widespread, that is, when the audience can see how the process of controlling the puppets takes place. With the help of dolls, actors convey the traits of human character,

forms of behavior. They put important information or even social manifestos in the “mouths” of the dolls. There are the following types of puppet theatre: theater where puppets are gloved, demonstration of plays most often takes place above a screen that covers the actors, puppet theaters, where puppets move with the help of strings or wire, and the actors controlling them are in most cases above them, theaters where the puppets are not above and the actors are not below, theater of shadows, theatrical spectacles of the nativity scene.

Ukrainian Puppet Theater. The nativity scene can be considered the first puppet theater in Ukraine. Vertep is an ancient mobile Ukrainian puppet theater where religious and ironic plays were staged. In addition to puppeteers, these troupes always had a small choir, and sometimes an instrumental ensemble, which accompanied the performance with singing and music.

V. Afanasiev Kharkiv Puppet Theater. The puppet theater now, during the war. During the invasion, this place became a shelter, a home for people. Oksana Dmitrieva, the chief director of the Kharkiv Puppet Theater says: “When it was very scary, we sang, and it helped us not to be afraid”. The theater started working in April 2022. The first play based on Andersen’s fairy tales was performed at the Maidan Konstytutsii metro station. Then the troupe realized that the art is on time, it is necessary to continue the work. So, with their performances, they toured all the subway stations. Each station is a separate city, different people, different feelings. Oksana Dmitrieva says: “The closer you are to the Northern Saltivka, the more you feel the tension and horror of what is happening. I still don’t know who saved whom at these performances”. New performances were also created. In two weeks during the shelling of Kharkiv, they created “I’m okay”. The play takes place in Bucha, it’s a story about teenagers living through the first days of the invasion. In October, the theater presented this play in Warsaw. The audience watched the performance with tactical caution, and then applauded loudly.

Subsequently, the Kharkiv Academic Puppet Theater received an award in Stockholm. The Mikael Nyqvist Foundation Award honors actors and theater groups for their conviction that acting can unite people. The organizers of the Foundation say: “With a firm belief in the healing power of art, the Kharkiv State Puppet Theater managed to hold performances for children and adults despite the difficult situation in the city and despite constant shelling by the Russian army. With indomitable optimism for the future and hope for peace”. And from February 6, 2023, the theater officially resumed work!

The time for art! Go to theaters, get this crazy energy and believe in the bright future! Glory to Ukraine!

*M. Zameta*

## **POPULARIZATION AND PRACTICAL APPLICATION OF THE COMBINATION OF PROFESSIONAL TERMS AND SLANG VOCABULARY**

*M. Замета*

## **ПОПУЛЯРИЗАЦІЯ ТА ПРАКТИЧНЕ ЗАСТОСУВАННЯ ПОЄДНАННЯ ПРОФЕСІЙНОЇ ТЕРМІНОЛОГІЇ Й СЛЕНГУ**

Under conditions of ongoing changes, taking place in a globalized world, the need for specialists, who do not only possess knowledge, abilities and skills in accordance with the state educational standards, but also know how to solve various professional problems at a high cultural level, is becoming more and more urgent in our society.