

– реакції-властивості, «які характеризують стимул» (П3) [5, с. 62], наприклад: УСПШНА ЖІНКА — *сила, вишуканість*;

– реакції, у яких «стимул є показником або однією з характерних ознак реакцій» (П4) [5, с. 62], наприклад: УСПШНА ЖІНКА — *програміст, мама*.

3. Тематичні («які складають або в результаті граматичної зміни можуть скласти зі стимулом словосполучення, а також ті, що можуть бути використані в рамках тематично обмеженого контексту (речення)» [5, с. 62]), наприклад: УСПШНА ЖІНКА — *сад, дім; має ціль і йде до неї; має освіту; все вміє; цікавиться новизною*.

4. Персоналії («імена, прізвища історичних осіб, видатних людей минулого і сьогодення...» [5, с. 62]), наприклад: УСПШНА ЖІНКА — *жінка Зеленського*.

Отже, в асоціативному полі стимулу УСПШНА ЖІНКА наявні чотири типи асоціацій: синтагматичні — 79%, парадигматичні — 13%, тематичні — 7%, персоналії — 1%. До ядра асоціативного поля увійшли найбільш частотні асоціації синтагматичного типу: УСПШНА ЖІНКА — *щаслива (17), гарна (10), незалежна (8), розумна (4), мудра (4), впевнена в собі (3), задоволена (3)*, які формують основні риси образу успішної жінки у мовній свідомості українських респондентів.

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ITALY-UKRAINE: CROSS-CULTURAL DIFFERENCES AND SIMILARITIES IN HANDLING SUSTAINABILITY CONCERNS

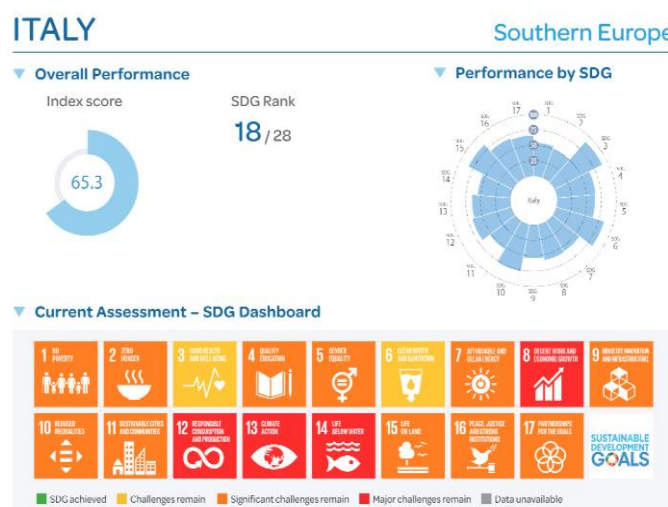
Abstract. *The present article deals with the perception of the sustainability concept among Italians and a description of the performance in the framework of agenda 2030. It contains the review of Italy's current achievements on the way to sustainability, its main goals and incentives. Its prior objective is to investigate the degree of fulfillment of main goals, in comparison with European countries performance. The results of this investigation serve for better understanding Italian culture.*

Key words: sustainability, Italy, renewable energy sources, recycling, eco-friendly, energy consumption, green energy, waste disposal.

Statement of the problem. Sustainable development is currently one of the most important problems of humankind. Italy and Ukraine, like all the members of the United Nations, continue their thorny paths towards achieving a better and more sustainable future. The word «sustainability» includes a wide set of particular issues dealing with social, cultural, economic and environmental dimensions. Situated in Europe and being players in European and global markets, both countries have their own views and strategies towards achieving the goals of «2030 Agenda for Sustainable Development». The issue of sustainability may be treated differently in different countries due to the distinction in cultural background, history and mentality. This variance of views is worth discussing as the relations and transnational mobility between Italy and Ukraine are stable and seem destined to develop in the future. Recently, the COVID-19 pandemic has changed the countries’s priorities on their way to sustainable future. Thus, the research of the cultural aspects of handling coronian problems may be acute for both countries.

Purpose of the research. According to Eurostat data, there are more Ukrainians living in Italy than in any other European Union country. In its turn, Italian economy is heavily dependent on Ukrainian immigrants. The aim of the article is to compare Ukrainian and Italian attitudes towards sustainability through the lens of cross-cultural differences and similarities. By looking through the cultural lenses, we will try to gain new insights into the changes within different cultural layers — norms, traditions, and values.

The key findings. According to the latest «2019 Europe sustainable development report», Italy ranks 18th out of 28 countries with 65.3 score, while the average European rate is 70.1. The areas in which the country’s achievements are successful are «Healthcare and well-being» and «Clean water and sanitation». The biggest environmental problems that Italy faces day are «Air pollution from energy and heating production», «Transportation and industrial sources», «Waste disposal», «Polluted inland waters», and «insufficient industrial waste treatment» [1].



Retrieved from https://github.com/sdsna/2019EUIndex/blob/master/Country%20Profiles/Italy_EU%20SDR19.pdf

According to the UN Sustainable Development Goals Report, Ukraine has achieved progress in 15 of 17 SDGs. A key success is poverty reduction: from 58.3% in 2015 to 43.2% in 2018. The country has managed to attain the progress due to improvement of labour remuneration standards and population coverage with housing subsidies; implementing the long-term concept of educational reform; implementing a retail and full-scale electricity markets; supporting SMEs and positive balance of foreign trade; introducing 4G high-speed Internet; promoting decentralization reform.

The major obstacles include obsolete infrastructure, inefficient public administration, insufficient resource support, and limited financing [2].

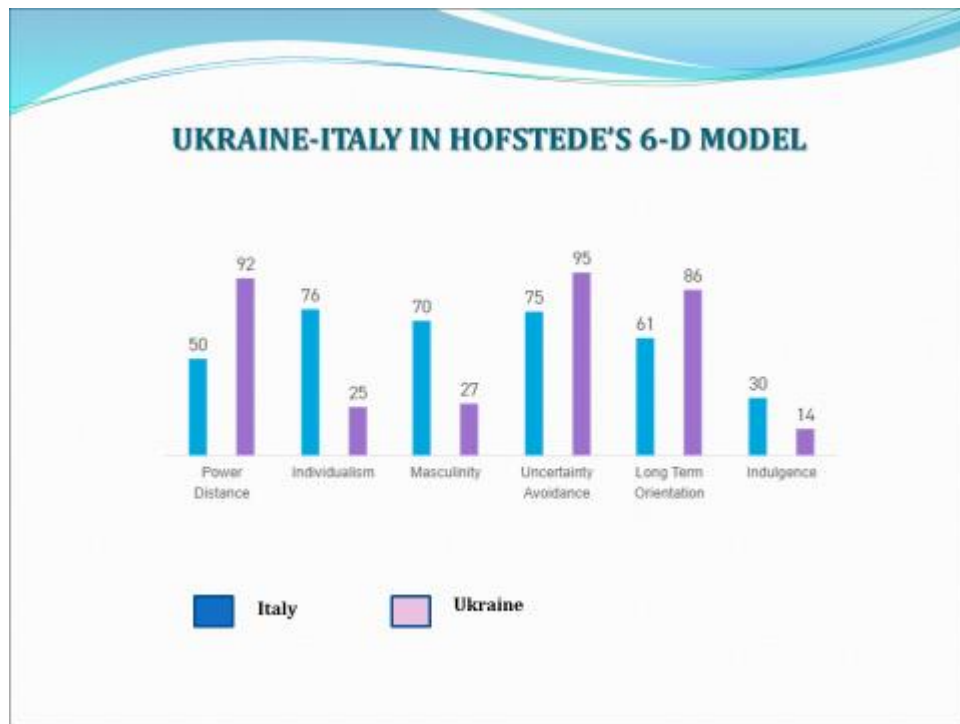
However, we agree that the Sustainable Development Strategy concerns only the environment, energy efficiency and green technologies. Its aim is to harmonize economic, social and ecologic development. Along with the the UN Sustainable Development Goals themselves, the national strategies also includes goals related to rule of law and governance, high quality education, healthy lifestyle and well-being, to list a few. Therefore, we believe that while outlining the progress and failures in achieving certain Sustainable Development Goals (SDGs), it is utterly important to focus on the human aspect of the problem and specify the perception of sustainability by average citizens of individual countries, Italy and Ukraine in our case.

In accordance with the the survey, conducted by an Istituto Piepoli, 39% of Italian respondents say, that being a «sustainable consumer» means buying organic products and for 37% it means reusing containers instead of disposable ones and buying recyclable products. The survey compares Italians with the United States citizens, who associates sustainability with renewable energy and tend to give their preference to companies that use «green» energy for production. Italians are not used to being real fans of electric cars, while the US market of electro- or hybrid vehicles is becoming wider and wider. [3]

For the last few years, Ukraine has been facing multiple challenges — conflict in the East, large-scale displacement and related hardships, continued economic decline in many regions, and budget burdens. Ukraine has hardly been making ecology its cornerstone priority. The miscellany of ecological projects and trends in Ukraine is both a good and bad thing. While coverage, even quite sporadic, of a wide range of issues is a plus, failure to unite them under a single umbrella in one coordinated strategy greatly undermines their efficiency [4].

Therefore, today's Ukraine's prioritizes the SDGs of socio-economic character. According to Sustainable Development Goals: Ukraine (2017 National Baseline Report) eradication poverty is priority number one. Renewal of authorities and anticorruption reforms; judicial and law enforcement reform; decentralization and public administration reform; deregulation and development of entrepreneurship; energy independence; health care; and tax reform. Moreover, the Ukrainian sustainability path cannot be separated from nation building and the solidification of an emerging national and cultural identity.

As we presume that some of the SDGs have cultural implication, it the comparison of cultural variables of Italy and Ukraine seems to be reasonable.



Retrieved from <https://www.hofstede-insights.com/product/compare-countries/>

At present, the situation in Italy and Ukraine countries is exacerbated by challenges related to COVID-19. The lessons learnt as response to pandemic indicate that Ukraine and Italy have to ensure: health care reform; stronger coordination and more professional administration; resumption of a full production cycle of some goods (chemical, pharmaceutical industries); reform of the social assistance system, modernization of support for the most vulnerable populations, combined with integrated social services and digitalization; introduction of distance education.

Let us compare the cultural dimensions and use Geert Hofstede's 6-D model to specify the commonalities and differences between the two cultures in tackling the recent coronian experiences.

The cultural variables differ a lot. Let us try to put forward some assumptions:

- the decision-making process in Ukraine is much longer, because the hierarchical levels and institutions are numerous. While Italian government is able to respond to the current situation more promptly due to the decentralization of power.

- Italians are an individualistic culture. Therefore, we were able to see that at the beginning of the virus spreading, people used to put their own desires and needs above the comfort of others and allowed themselves to move around freely.

- both cultures have high levels of uncertainty avoidance index. We may presume that in the near future both Italy and Ukraine have to develop new ways to alleviate the fears and anxiety caused by the pandemic.

We expect the cultural layers to be exposed to changes in both countries. *Remo Siza, member of Social Policy Scientific Committee of Italian Association of Sociology* says, «In Italy, the whole population is involved in the COVID-19 health crisis. The **sociability** of people has changed. Journalists and sociologists are proposing reflections on how to live with **weak social ties**; on **working time** that turns in time of care; on isolation as a lifestyle that we know is **uncertain and risky**; on the **forms of collaboration** that can be

built». Such notions as «sociability», «social ties», «cooperation», «collaboration», «time», «uncertainty», «risk-taking» are sure to be found in cultural contexts, which proves the assumption that the system of Italian cultural values are likely to undergo changes due to the impact of global pandemic in the near future. From our point of view, these changes can be projected to any culture. Moreover, both Italian and Ukrainian cultures belong to High context cultures (according to Edward T. Hall classification). Subsequently, they are highly emotional and use non-verbal communication a lot. New conditions are likely to introduce changes to the some spheres of tactile cultures, personal distancing (which nowadays has evolved into social distancing), the way people socialize, family traditions etc.

Conclusion. We live in the period when millions of people will need help to adapt to new circumstances. They are people with technological non-acquaintance, elderly people, those who lose their jobs or facing financial difficulties. At the same time, numbers of scientists and scholars are involved in the process of finding solution to the burning issues of the formation of ambient intelligence. In our research, we make attempt to raise cultural awareness through the exploration of the likely changes in the system of national values, behaviors, attitudes, perceptions, and traditions. The perception of environment and sustainable development in new reality is among them.

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