soir.), инфинитивы. Также его речи наполнены лексическими единицами с оценочными составляющими.

Последний этап исследования включал определение используемых коммуникативных стратегий и тактик. Э. Макрон наиболее часто использует следующие стратегии и тактики: тактика кооперации, тактика самопрезентации, тактика уважительного отношения к оппонентам, тактика дискредитации оппонентов, тактика безличного обвинения, тактика оценочного реагирования, тактики убеждения, побуждения и обещания.

Совокупность всех вышеуказанных факторов свидетельствует о том, что команда Э. Макрона тщательно подошла к составлению предвыборных речей и формированию имиджа политика, что помогло ему выиграть в президентской гонке.

В предвыборных речах Э. Макрона мы видим его уверенность в себе и желание занять пост президента страны, взять под личный контроль управление страной. Мы наблюдаем, что у него есть четкие цели, которые он уверенно оглашает. Э. Макрон старается соблюдать нормы общения, но тем не менее в ходе эмоциональных дебатов он не стесняется выглядеть жестким и даже грубым по отношению к оппоненту, потому что высказать свое мнение для него крайне необходимо. Помимо этого, он не стесняется сравнивать себя с оппонентом, чтобы выстроить позитивную саморепрезентацию.

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The nature of conflict based on cultural differences, consequences and solutions

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This article reviews the nature of conflict which is based on cultural differences and occurring misunderstanding. Realizing the impact of cultural difference is crucial for analyzing the nature of conflict. Culture affects many of the communicational or interlocutory process that lie at the heart of a conflict. Cultures are more than language, dress, and food customs. Cultural groups may share race, ethnicity, or nationality, but they also arise from cleavages of ability and disability, generation, socioeconomic class, political and religious affiliation, language, and gender – to name only a few, even sexual orientation of an

individual should be taken into account [1]. It makes all people unique, differing from each other in their values and beliefs. However, sometimes people are confronted with misunderstandings between each other due to the difference in their cultural views.

The topic of my research as was mentioned before is "The nature of conflict based on cultural differences, consequences and solutions".

For further discussion about consequences of such conflicts, it is worth figuring out what these conflicts are and what they can be. Cultural conflicts are dislikes or sometimes even confrontations between communities who have different philosophies and ways of living, resulting in contradictory aspirations and behaviors [2]. Conflicts of this kind are encountered by individuals on a daily basis, and many don't even attach much importance to them.

There are several types of cultural conflicts:
• Conflicts between different ethnic groups and their cultures;
• Conflicts between religious groups, representatives of different religions;
• Conflicts between generations and carriers of different subcultures;
• Conflicts between traditions and cultural innovations;
• Conflicts between different linguocultural communities arising from language barriers and errors.

I would like to demonstrate some examples of cultural conflicts in order to gain a deeper understanding of their "nature".

The first example is gender inequality. It is worth highlighting the position of women in different countries, the attitude of people of different cultures towards them. Religion and traditions of different nations play an important role here. It's a well-known fact that the position of women, for example, in the Islamic world differs significantly from that in Europe. Women in many Arab countries don't have the right to hold any high-ranking positions, and, in addition, they are even subjected to violence, which is considered to be a normal thing. Their social role is greatly belittled. Of course, there are problems with gender inequality in Europe, but there are not that drastic. For the overwhelming majority of Europeans, the violence against women is unacceptable. Here women have more freedom and rights. Thus, the opinion of different human beings differs from each other, referring to certain traditions. Due to such disagreements, tension between people build up, which leads to cultural conflict [3].

One more example is grounded on different beliefs about race and racism, and particular interest is paid to fighting against racial discrimination. And the attitude of the society towards the Black Lives Matter movement should be mentioned here. It's a social movement in which people speak out against racism and all kinds of violence against black men. At the same time, there are people who consider this movement unnecessary and useless, because their opinion differs. On this ethnic basis, cultural conflicts and disputes arise.

Of course, there is an incredible number of cultural conflicts, and they all lead to appalling consequences. I conducted a small survey among students and some people from other countries regarding their views on cultural conflicts. 65 people took part in this survey, among them 73% believe that in the 21st century people face cultural conflicts quite often. Approximately the same number of people claim to have personally faced conflicts of this kind. To the question "What consequences can cultural conflicts lead to?" The majority of people answered "to war." And this is actually the case. The conflict begins with a simple misunderstanding between people, then develops into a dispute and only in a few cases it ends at this stage, in the rest it leads to quarrels, if it is an interpersonal conflict, and in the case of a global scale conflict, it can lead to a split of society and even war.

But can cultural conflicts be avoided? About 72% of the participants in my survey assume the answer is positive. Actually, I believe that they can't always be avoided, but it's possible to prevent its further development. It's obvious that people should learn to accept each other's different views, beliefs and values. Of course, some traditions of other human beings seem very strange to us, but this is not a reason for conflict. People should be tolerant and respect each other's points of view. Different views, faiths and cultures make individuals unique and capable of making their own contribution to the development of all mankind.

Now I invite you to watch a video in which people from foreign countries answer questions about cultural conflicts.

To make a conclusion of the research, there are a great number of cultural conflicts in the world, which lead to serious terrible consequences, as a result of which all parties of the conflict suffer. People can and even should prevent such conflicts as much as possible by respecting each other's cultural values and beliefs. This is necessary, because all nations are interconnected, and as Karl Marx once said: "Every nation can and should learn from others".

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