The goal of the Postcrossing project is to allow anyone to send and receive postcards from all over the world. The idea of this project is simple as it is supposed that for each postcard a person sends, one back from a random postcrosser will be received. To participate, one creates an account where the address and an idea of the postcard and its theme should be mentioned. The system gives a code that should be written inside the postcard and with the help of this code the receiver can register his own card.

Thus, postcrossing brings many people together, making the world a smaller and happier place. There are countless reports of new friendships made, new languages learned and numerous cultural facts about other countries that people learned through their exchanges in the project. \[3\]

The relevance is determined by the fact that every year more and more people are interested in such modern project as the Postcrossing.

The aim of the research is to involve all the participants of the educational process in the project and to increase their motivation of international and intercultural communication with native speakers and to improve their English speaking skills.

The questionnaire was made among the students of the linguistic specialty to find out if postcrossing is an effective means of intercultural communication. According to the results we must admit that most students know about the Postcrossing project and believe that the project helps to develop intercultural relations. A smaller part of the respondents have already taken part in this project, but the majority of our students would like to become participants.

Our analysis showed that students are interested in the Postcrossing project and would like to take part in it because they believe that it is a convenient way to develop communicative relations with English-speaking people. Thus, we can consider the Postcrossing project as a means of intercultural communication. What is more, it can’t but mentioned our life and future depends on how well and correctly we are able to communicate. It is something we have to do and something we enjoy doing, and in the digital age, we do a lot of it. In other words, communication is inescapable and we seem to have an innate need to associate with and connect to other people through communication. \[1, p.8\]

References

Today it is difficult to imagine a person's life without learning any foreign language. With the modern potential of technology and the level of development of communications we see thousands of cases when we need to know a particular foreign language in order to be able to perceive information that is so necessary for a modern person. So knowing a few words is not enough for confident communication with native speakers but various language techniques should be used. One of them is the use of idioms in speech.

An idiom is a stable, indivisible phrase, the meaning of which is not determined by the meaning of the words included in it, taken separately. The English language has thousands of different idioms, so we would like to dwell in more detail on the idioms where the names of body parts are used to analyze their meaning and use.

While analyzing English idioms where parts of body are used we have found out that there is a large group of idioms including the word ‘heart’. For example, the idiom ‘wear one's heart on one's
sleeve’ is used when a person does not know how to restrain emotions and his heart is open widely. The origin of this idiom is quite unusual as it is reflected in the medieval tradition of knightly tournaments. It was believed that the knights showed their devotion to the lady of the heart by tying the ribbon presented by her on the sleeve. Thus, they literally ‘wore a heart on their sleeve’ [1]. The Russian equivalent is ‘выставлять чувства напоказ’.

Another example is an idiom ‘learn by heart’ which means to learn something in such a way that you can say it from memory. The ancient Greeks believed that the heart, the most noticeable internal organ, was the seat of intelligence and memory as well as emotion. This belief was passed down through the ages and became the basis for this idiom [2]. In Russian it is represented by the expression ‘выучить наизусть’.

The idiom ‘put your hand on your heart’ can be used in various life situations as it means to swear that something is completely truthful, genuine or sincere. It came from the fact that laying of hands on the heart as part of a ritual oath of allegiance dates back to the United States at least as far back as 1870. It was believed that such a gesture was a sign of confirmation that the person was sincere and spoke the truth [3]. Russian equivalent is ‘положи руку на сердце’.

Another large group of idioms is the utterances with limbs and a popular example is ‘twist someone’s arm’. Few people realize the importance of its value, but in vain, because in a daily life we can find a large number of cases when we can use it. The meaning of this expression, namely, is to make it difficult for a person to refuse our request. The history of this idiom began in the 20th century, when people used force to convince a person, but over time it has changed its meaning and is now quite actively used in the language. In Russian we say ‘связать по рукам’.

An idiom ‘cost an arm and leg’ can be a regular example of this group because it is quite important. Currently, it is used when we want to say that something is very expensive and has an unreasonably high price. But history suggests that this saying was literal, since theory is that this saying originated from the early 20th century, possibly during one of the major World Wars. The idea being that soldiers, because of their heavy involvement in war and being in the line of fire, can possibly lose a hand, foot, leg, or arm. Thus, the war would literally cost the person their arm or leg, which is a high price to pay [5]. In Russian it sounds as ‘стоит целое состояние’.

Another peculiar expression is ‘to have (or to be) a butterfingers’, the Russian equivalent of which everyone has used at least once as it means to be unable to catch deftly or hold securely. This phrase comes from the idea that hands covered with butter will be slippery, making holding on to anything difficult. There was also a dialect sense of being unable to handle anything hot as if your fingers were made of melting butter [6]. In Russian it is represented by ‘растяпа’.

In addition, the last idiom presented in this group is ‘the boot is on the other foot’. This idiom is close to the Russian one which means ‘все перевернулось вверх дном’. But what have shoes to do with it? Until the 18th century shoes were made so that they fit on both feet. And only at the end of the 18th century shoemakers began to make shoes for right and left feet. Since then the idiom has taken root and it means that the situation has changed dramatically.

So, the last group includes the idioms related to ‘head’ and the first bright example is ‘to be two faced’, which is currently used when we want to say that someone is hypocritical. According to its origin it refers to the Roman god Janus who had two faces, one at the front of his head and another at the back. It was assumed that a person who would say one thing to one person and a conflicting thing to another would have two faces, like Janus [8]. Russian equivalent sounds the same: ‘быть двуличным’.

The idiom ‘keep one’s ears to the ground’ means to pay attention to everything that is happening around you and to what people are saying. The origin of this idiom belongs to the American West where people put their ears to the ground in order to hear the sound of clattering hooves [9]. In Russian we use ‘держать ухо востро’.

Having analyzed a number of idioms with components denoting parts of the body we must admit that the names of body parts are not frequently used in Russian idioms and, moreover, word-by-word rendering of a source phrase is impossible in most cases.

Thus, it should be noted that this is only a small number of idioms that are actively used in colloquial English. Learning idioms is a difficult process that requires attention and time, but mastering them and knowing how to use them correctly will significantly improve the quality of a person’s speech, since it gives an opportunity to express emotions and thoughts much more effectively and accurately.
Nowadays in the century of globalization we can’t imagine our life without learning any foreign language. Our jobs, universities, colleges and volunteer activities require the acquisition of two or more languages at least. When people go on to expand their abilities in two or more languages they catch a deeper understanding of a language and how to use it effectively [1]. It is very important for a specialist in business matters to speak at least one foreign language. It should better be English as it is the most popular language of international business communication [2]. Rude translation errors, though frequent, may be less likely to cause conflict between parties than other language difficulties. In addition, it should also not be forgotten that we live in a society that depends on information and communication to keep moving in the right direction and do our daily activities.

Thus, communication is a specific form of cooperation between people in the process of their cognitive and labor activity, so it should always be kept in mind that there is no such a thing as culture-free communication and, what is more, culture is inconceivable without a language.

The world comprises various nations, each having its own culture and even many subcultures which may construct a lot of barriers to the effective communication and mutual understanding [3]. Therefore, when working abroad or with foreigners one must carefully analyze the cultural values of this society.

Intercultural communication refers to the process of interaction between representatives of different national cultures, involving the equal status of the participants. It should be noted that the different communicative competence of the participants affects the course and sometimes the result of the communicative event. Also, communicative competence includes not only knowledge of the native language and the language of your partner, but also knowledge of non-verbal and paraverbal elements of communication which are typical for another culture [4, p.9].

Gestures are one of the most common barriers to cross-cultural communication because gestures are inherently diverse and multifunctional. Many studies on analyzing gestures or their differences in the cultures where they function have already been done by scientists all over the world. For example, on average within one hour a Finn uses gestures once, an Italian - 80, a Frenchman - 120 and a Mexican - 180 times. So a Finn would be uncomfortable with frequent and vigorous gesticulation, for instance, by a Mexican [4, p.56].

Список использованных источников