

*EU Cross-Border Cooperation Activities and Governance of its Eastern Neighbourhood*

(Wallerstein). Overcoming this crisis point poses new political and economic challenges for those countries that find themselves in a situation of cultural uncertainty. This applies, in particular, to Ukraine. On the one hand, Ukraine has grandiose projects to stand on a par with economic developed countries. On the other hand, Ukraine found itself in a situation where the development models of other successful countries are persistently imposed on it. At the same time, it is already evident from the cultural point of view that the success of the West European countries does not always find application in Ukraine. The cultural matrices and traditions of Ukrainians come into force, which are decisive for them both mentally and historically. The cultural uncertainty here manifests itself primarily in the borderline consciousness of the Ukrainian of the beginning of the 21st century. Until today, the Ukrainian could not answer the question: is Ukrainians going to completely abandon the Soviet past, or is it still necessary to leave a certain legacy?

The state of transition from one model of culture and economy may turn out to be the defining development scheme of a country like Ukraine over a very long period of time. In other words, Ukrainians are not so much focused on the result as on the process itself. The process of overcoming the boundaries between "our" and "other" remains only a distant and unattainable ideal. Moreover, the desire to constantly be aligned with more developed European countries creates a situation where Ukraine is constantly forced to feel its secondary and cultural dependence. Backward countries always breathe in the back to those who are ahead. Therefore, the transition of the cultural border does not mean that the process of forming a new cultural and economic model has already been completed. The way out of this situation is to find a reasonable balance between "our" and "other".

***PARAGON NAMES ACROSS BORDERS: NOMINATION POTENTIAL***

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Paragon names are names denoting cultural icons which are an important and exciting phenomenon for studies across borders during globalization. They appear only if the information about their primary referent becomes a part of the conceptual system of the linguo-cultural community where they are known to each member and are used in communicative and cognitive processes [2, c. 108]. This information has three aspects which define the nomination potential of paragon names – their ability to nominate other referents. These three aspects include social, temporal and valent ones [1, 116].

Social aspects of the nomination potential depend on the coverage of paragon names. The traditional division of the names is into universal, national and social [2, c. 109]. Universal paragon names are spread within several countries or linguo-cultural communities. The meaning of national paragon names is known only inside one country or a linguo-cultural community. Social paragon names are inherent only to a limited social group.

Temporal aspects of the nomination potential depend on the time of the paragon name existence; thus, short-term, medium-term and long-term paragon names can be singled out. Short-term names exist not more than 50 years, medium-term ones are around for 100 years, long-term ones are in use for more than 100 years [1, p. 117].

Valent aspects reflect the amount of referent features a paragon name can denote in different comparative structures: one, two, three etc. Valent aspects define polysemy of paragon names [1, p. 118].

Altogether, paragon name aspects determine their nomination potential.