

operations which enables them to avoid possible mistakes and shapes dynamic stereotype; thirdly, the students enter the communication process with a higher level of awareness and insight.

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***BUILDING CULTURAL COMPETENCE OF STUDENTS
IN ESL TEACHING CONTEXT***

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In the context of cross-border relations between the EU and Ukraine the key objective in teaching English as a foreign language (being at the same time the universal language due to globalization) is the necessity of incorporating cultural knowledge of students and bringing cultural elements into both teaching and learning environment most effectively (Jerrold Frank, 2013).

One of the challenges for ESL teachers and teacher trainers in their field of professional development is the question of determining the right set of approaches and teaching tools (these include strategic steps of effective lesson planning built on

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personal observation techniques; modeling assessment rubrics and organizing innovative classroom activities) that will raise students' motivation and activate their understanding of cultural values. Teaching culture may include learning its different aspects from different angles and the concept of culture will be better introduced through showing connections between students' own culture and the target culture and through multiple teaching and learning strategies. Some scholars suggest that the learning process can be based on the so-called 5-dimensional model (Michael Page). That is, incorporating in the teaching content such issues as "the self as cultural", intercultural learning, the elements of culture, culture-specific learning, and acquiring strategies for culture learning.

This learning content involves critical thinking and will provide opportunities for students to acquire content knowledge and understand themselves as part of their own culture and value other cultures and become interculturally competent.

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CROSS-BORDER COOPERATION IN HIGHER EDUCATION

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Cross-border cooperation (CBC) is a collaborative process of creating neighbourly relationships between local communities and authorities on either side of a border, aiming to overcome existing problems and foster harmonious development