

International Communication and Leadership as a Part of Ukrainian Integration to the European Union

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Abstract Some might say that Ukrainian chances of entrance to European Union (EU) are equal to zero, and European integration will happen not as soon as expected since Ukrainian citizens are not ready for massive changes and for cooperating with other countries.

This paper deals with the issue of international communication and its influence on the process of integration of Ukraine into the European Union. Reforms occupy a separate place in the process of European integration of Ukraine. The government should make this a priority. However, it is necessary to form the leadership of the people in such a way that they are ready to accept these reforms. We argue that international communication and leadership might become the pathway for the Ukraine's EU accession in the foreseeable future.

Keywords: *international communication, leadership, integration, Ukraine, European Union*

1 Introduction

European integration, a process of the enlargement of the European Union (EU) represents a complex socio-economic process aimed at establishing close cooperation between European countries (Vobruha et al. 2003; Jiroudková et al. 2015). One of the manifestations of modern historical development is the strengthening of the interdependence of the states in the economic sphere, the resource base and the further rapprochement of national communities. After Ukraine gained independence in 1991, its economic relations with the former Union of the Soviet Socialist Republics (USSR) pushed it to forge relations with the post-Soviet states. Ukraine's relations with the European Union are important in the current foreign and domestic political situation (Kubicek 2005; Strielkowski and Weyskrabova 2014).

The idea of a united Europe has repeatedly emerged from European politicians, but it only came to fruition in the second half of the 20th century. Having gone through the difficult path of integration processes, the EU was created, which guarantees the progressive development of all participating countries. The EU's successes have made it attractive to other countries, especially from Eastern Europe. Some countries are trying to become members, while others are following the example. Many researchers think that Ukraine is making every effort but is not yet ready for EU membership (Wolczuk 2016; Burluk and Shapovalova 2017).

The main purpose of this paper is to explore the processes of Ukraine's interaction with other European Union countries. It is also necessary to analyse the already active integration processes and to identify the elements that have not yet been used for European integration. Our paper analyses Ukraine's perspectives of joining the EU in the foreseeable future putting a special stress on leadership.

2. Outline of the research

Ukrainian production nowadays has low quality and simply does not have any possibilities to compete with European products because of the fact that foreign market at first place is associated with high-levelled standards, which output of Ukrainian firms cannot boast with. However, Ukraine is well known for its agrarian complex that may overpass the same aspect in Europe.

All production that was made in Ukraine has low quality and low-price level, unlike the products presented in foreign markets much better in their functionality. For example, the Germans would rather choose a domestic car, while the Ukrainians would choose an import car. The main reason for the difference between domestic cars and imported ones is global inconsistency in production quality if you compare with generally accepted European standards. The only thing Ukraine can compete for in the lead is the food and agricultural sector, and some exceptions in the engineering (agricultural machinery) and rocket industries.

3. Results and discussion

Ukraine ranks the 49th in the world in terms of GDP. In terms of GDP per capita, Ukraine occupies the penultimate place among European countries, ahead of only Moldova. For instance, for comparison of what way integration may positively impact on development and improvement of Ukrainian social level, a few countries can be used, such as Bulgaria and Poland where extreme changes had happened. Thereby Bulgaria takes first places on economic and social statistics lists. This fact approves a positive tendency of countries', which joined EU, development.

Ukraine's rapprochement towards the EU is long - lasting and has its own history: the launch of the DCFTA, the adoption of a visa-free regime for Ukraine, the Association Agreement entry into force and its implementation etc. In case of joining the EU, Ukraine should analyse all the positive and negative prospects for itself. Among the economic prospects are:

- services: macroeconomic stability, additional investment in our economy, the provision of subsidies to agriculture, obtaining a positive trade balance, common customs tariffs, quantitative restrictions on imports, anti-dumping policies, protectionism and export control;
- disadvantages: loss of competitiveness of individual industries, the difficulty of moving to a European price level, quotas for certain types of goods;
- prospects: ensuring the development of small and medium-sized businesses, the introduction of EU standards in production, the appearance on the market of new banks that will provide the best services and guarantee a high percentage on deposits;
- threats: it is possible to move harmful industries in Ukraine, use Ukraine as a raw materials appendage, use Ukrainian as cheap labour (Internet biznes i ekonomika 2013a).

The proceeds of imports from the EU consist of mechanical and electrical machines; mineral fuels, oil and products of its distillation; means of land transport, except railway; pharmaceutical products; plastics and polymeric materials; paper and cardboard (Hochuvpolshu 2017).

For changes in Ukraine to materialize there must be a row of new reforms to get established. Despite of the necessary need of this kind of alteration, which will lead to a start of new life for Ukrainians, the population of Ukraine is not ready for specific upheaval.

Leadership is a concept that reflects the leading role of an actor or group of actors in world politics. Leadership is also understood as an activity that directs the behaviour of participants in world political interaction, determines the dynamics of the world political process and global development as a whole. Leadership is a narrower concept than (global) governance; as a rule, a leader determines only certain, most priority areas for the development of world politics and issues on the international agenda. However, leadership must be understood as a systemic phenomenon: the leader is based on the international coalition, and in recent history - also on interstate institutions and international regimes. Leadership does not imply leadership, i.e. activities that directly and directly direct the activities of other entities. However, it sets the vector of world development, influences other actors in world politics indirectly, through coordination and regulation, and often with its own example (Cygankov 2015). From this it follows that for the Ukrainian government to form their own high-quality leadership style and strategy is very important.

One of the most important challenges for Ukrainian government today is to bring people's confidence back to national governance institutions. Naturally, budget issues are ones of the major components of this process. Both plans are already being implemented with the EU to improve the investment climate and accelerate economic progress in certain sectors. Moreover, the EU proposes to open an in-depth free trade zone, is a driving force behind reforms and the process of political association and economic integration of Ukraine with the EU. In 2014,

the EU gave Ukraine a package of assistance - 15 billion euros for decentralization and administrative reform (Ukrinform 2019a). With EU side priority issues of cooperation:

- strengthening cooperation on issues of justice, freedom and security (border management and legal cooperation);
- economic cooperation, in particular in the context of tax and customs reforms,
- collaboration with OLAF (Office for the Prevention of Abuse and Fraud);
- industry cooperation and individual priorities for energy markets;
- joint monitoring of the implementation of agreements (Ukrinform 2019a).

Also in Ukraine, the a process of creating Euro integration offices in the eastern and southern regions of Ukraine is ongoing. They must contribute to the " decentralization of European integration." They will help:

- involve in transportation and spoil infrastructure projects,
- foreign investment and EU assistance to the regions of Ukraine;
- development of Euro regions, the implementation of initiative initiatives in relation to localities;
- maximum involvement in regional educational, scientific, leading, cultural projects / programs of the EU;
- support for medium-sized small businesses in the regions, including from the EU (Ukrinform 2019b).

Nevertheless, the majority does not hold back from this and believes that integration will only improve the future of Ukraine, after all European Union is a great yardstick in modern geopolitical space. Its project's tomorrow depends on effective cooperation between countries which neighbour with Europe.

Another important integration's aspect is language and cultural differences that is why the EU politics stands for evolving of linguistic institutions and spreads the multilingualism. The comparison of these two factors on national level is an actual issue of modernity. This question also stands against Ukraine joining the EU.

The root of it is language barrier, which causes a bunch of misunderstandings between people. Therefore, linguistic diversity has a considerable meaning and can interfere with cognition of culture, domestic differences, leadership styles and substance of the EU countries' life.

But there is one more important question – what do European citizens think about integration of Ukraine? This can be answered by a survey conducted in the six largest EU populations: the UK, Spain, Italy, Germany, Poland and France. In total, almost 360 million people live in these countries, which makes up more than half the population of the European Union.

The study was conducted by the World Politics Institute with the support of the United States Agency for International Development (USAID). The survey involved 5,594 individuals aged 16 to 54 years.

Respondents were asked only three questions:

- Name three associations with Ukraine.
- What arguments can you give in favour of Ukraine's joining the EU in the future?
- What arguments can you give against Ukraine's joining the EU in the future?

Some of the results were expected, some not. Let us start with the expected ones. About 31% of respondents are sure that Ukraine should become a member of the EU, as it is a European country. 30% of respondents believe that EU membership is a way to protect against encroachments of the Russian Federation, and that all countries have a chance to join the EU.

At the same time, the argument that Ukraine belongs to Europe dominates in Poland and Germany, and the argument about Ukraine's membership in the EU to protect against encroachments of the Russian Federation - in Poland and Spain. The third argument - equality of rights - prevails in Spain, Poland and Italy. Ukraine is primarily associated with conflict / war - an estimate of 46% of respondents. In second place - 18% - linking Ukraine with the Russian Federation. According to the authors of the study, such an association is clearly associated primarily with Russian aggression. On the other hand, it can be caused by the perception of Ukraine as a state that is historically connected with Russia. In third place among associations is the perception of Ukraine as a poor country - 9%.

The survey also showed that the established prejudice that EU enlargement will lead to a wave of migration or destabilization of the economy is supported by only 1% of Europeans. This is also a positive signal for Ukraine.

Corruption (35%), oligarchy (26%), poverty (22%) hinder Ukraine's movement to the EU more strongly. In particular, the need to overcome corruption is the main condition for granting Ukraine membership not only among all respondents in general, but also in each of the six countries separately, and this indicator reached the highest level in Germany (44%) and Poland (45%) (Internet biznes i ekonomika 2013b).

At this stage of Ukraine's entry into the world community, it is difficult to apply the principles, habits and rules of Europeans, which have led to the creation of fundamentally successful and economically developed countries, from which we can lead by example. Understanding our unity with Europe requires unity between our cultures. Many of our citizens are not ready for intercultural relations. Unfortunately, they do not understand others and even their cultural characteristics, which lead to inhibition of development and national education.

For example, there are two post-Communist countries and their integration into the EU: Bulgaria and Poland. When it comes to Bulgaria, at the first glance, it seems that there are many problems in this country. But if one looks at the economic indicators, you can see that there is a process of industrialization of the economy. In the 1990s, Bulgaria clearly defined its purpose and chose a way that is oriented on European integration. After joining the EU, the country hoped to attract foreign cash into developing and improving its own economy. As a result, they formed a foundation for raising the standard of living as well as becoming an incentive to change the government system, which would make Bulgaria closer to the standard of EU.

Unlike Bulgaria, Poland joined the EU later (in 2004). They have partly changed their economy, which has accelerated GDP growth, which has been higher than the European economy for years. They also upgraded all the old equipment, which improved the quality and level of the national product. Reforms have been created that have qualitatively changed the level of education in schools and universities.

Indeed, the European integration experience of Poland is in many ways interesting for our state. Poland and Ukraine have similar historical experience, being divided between neighbouring states. Poland, like Ukraine, in the early 90s of the twentieth century was one of the poorest European countries, with an explosive social environment. Both states had a similar economic structure and a polarized social system. In the end, both Poles and Ukrainians have a similar mentality that determines their outlook on life.

Looking back, we can conclude about the pros and cons of the Polish European integration process. According to most analysts, the main negative points include the need to open the border for migration flows, the elimination of certain industries and the brain drain.

The dismantling of the shipbuilding, metallurgical, and coal industries, which was under pressure from the harsh environmental standards of European law, really led to an increase in unemployment and an increase in social tension.

Analysing the experience of these countries, we can conclude that Ukraine needs global reforms. Our biggest problems are our stereotypes. The community does not want to change anything, but we must move forward at least step by step. All the problems due to the lack of desire to improve our lives, improve the economy, pay taxes etc. Topical issues improve cooperation and friendly relations between the EU and Ukraine.

Another problem of Ukraine's accession to the EU is the lack of qualified specialists in European integration issues. That is, an important direction in preparing Ukraine for EU membership should be the training, retraining and advanced training of specialists in the field of European integration.

Linguistic diversity is the key to European identity, and therefore EU institutions based in Brussels and Strasbourg are actively promoting multilingual education. In Europe, nearly half a billion people speak 120 languages. The problem of learning a foreign language is relevant today. Regarding the integration of Ukraine and Europe and EU-oriented standards, language education must be ensured.

In communication, the most common are language barriers. Among them are accents and dialects. The meanings and interpretations of the words are different, and sometimes it is difficult to understand what the person meant. Therefore, misunderstandings can lead to conflict. For example, "jargon" is a technical word used in communication. They can vary depending on different professions, specialties and technical field of the person. For example, the technical words used by doctors and politicians are extremely different. During their conversation, they both do not understand what the other is saying if they use jargon. In addition, spelling and grammar are typical barriers to communication. People's language can change in different parts of the world. Sometimes small mistakes create a huge communication barrier in written and everyday communication (Businessstopia 2018).

4. Conclusions

To sum it up, the most common causes of language barriers to communication are accents, dialects, jargon or technical words, writing and grammar. The European Union encourages democratic development in Ukraine, but implementing reforms requires a balance between their speed and effectiveness. Ukraine is in a difficult process of forming a European state and the main points to change the situation and integrate Ukrainian society with the European Union:

- to adopt European standards of living at the social level;
- to overcome corruption from the authorities and all institutions of society as a whole;
- to do not evade taxes that replenish your budget countries, and as a consequence improve the standard of living of the population by repairing roads;

- to improve the healthcare system;
- to preserve natural resources, we thus improve the state of the environment;
- to set an adequate level of pay and pensions, improving the level of education in country.

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