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*CLASH OF INTERPRETATIONS*

*IN VERBAL REALIZATIONS IN BULGARIAN*

*The text offers reflections on human's place in culture. Cultural differences are the basis for many misunderstandings in communication among people of different nationalities, generations and civilizations. Whatever messages the cultural monuments carry in time and space, they are available for perception or rejection only because the ability of language to interpret them. In today's dynamic reality, during the integration of different areas of human knowledge, the modernization of technology and ways of communication, in the center of attention stands the problem of language culture. In the clash of different interpretations, expressed in the forms of speech communication, was born the permanent human aspiration to self-improvement and self-confirmation.*