

## СОЦІАЛЬНО-ФІЛОСОФСЬКІ ПРОБЛЕМИ РОЗВИТКУ МОВНОГО ПРОСТОРУ

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### ROLE OF ENGLISH IN MODERN BUSINESS MANAGEMENT

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### РОЛЬ АНГЛІЙСЬКОЇ МОВИ У КЕРІВНИЦТВІ СУЧАСНИМ БІЗНЕСОМ

**Objective.** *The present article is aimed to show the role of the English language in all spheres of modern business and to figure out some steps for business managers and prospective employees, which can help them to improve the level of English knowledge.*

**Methods.** *Methodological basis of the present research presupposes the following kinds of analysis: comparative, descriptive and analytical; analysis and synthesis of scientific, popular scientific, methodical and educational literature on the problems of foreign languages role in modern business.*

**Results.** *In the process of the study, a sequence of possible steps for a person who wants to climb the career ladder successfully in the international business environment, is figured out. The communicative role of English is defined, taking into consideration the pace of its learning and spreading among the world's population. The special attention is paid to the methods of preparation, training and support of students and employees.*

**Key words:** *business, management, the English language, international communication, language skills.*

**Problem statement.** The development and spread of the English language play a major role in the development of a universal way of life. In our time it is also the guarantor of development of international relations and various branches of business. More than 1.5 billion people in the world today widely use English in their communication and management of private and international business. The relevance of this topic is confirmed by time and experience of many global corporations.

On this basis, in support of the development of the language, United States Information Agency provides courses in English in 200 cultural centers in 100 countries of the world. More than half a million people have already visited English classes.

**The objective of the article.** The present article is aimed to show the role of the English language in all spheres of modern business and to figure out some steps for business managers and prospective employees, which can help them to improve the level of

English knowledge.

**Tick tock.** Currently, English is the main component of international transport and trade relations and information network. In addition, almost all large firms and companies store data in English with the help of programmes and operating systems which include and were created in English.

Representatives of the IT-companies and their employees have to be among the first who face and work with the software that originally is developed in English. Translation of a programme or software is not made immediately, but leading and developing companies cannot allow waiting for this. In addition, specialists, who received a position in the company, are sent to the local groups to work on this or that project and very often such groups are international. A job of IT expert involves almost constant improvement of quality, skills and level of knowledge of the English language.

In order to improve employees' skills, company's authorities assume special measures, namely organization of specialized office or department with staff of linguists conducting a variety of fun and educational activities for the company's employees. A good example of such experience is Konstantyn Kolesnik – a former student of KPI who has got a job in a company with a worldwide reputation due to professional studying of English [1].

Business English includes almost all important aspects of business, from conducting business correspondence with foreign investors to business negotiations. Drafting contracts, competent business correspondence, literal understanding and accurate communication, both between employees and whole companies, are factors on which the reputation and promotion of the company in the international stage are built. Nowadays, the practice shows that the average monthly salary of a specialist with knowledge of at-least one foreign language will be definitely higher than that one of the same employee, but without knowledge of foreign languages [4].

As a holistic notion, international business, partnerships and business relationships which are growing very fast, today are ones of the most important prospects for development, unimaginable without knowledge of the English language. A person, who wants to get a good job, must draw attention to the fact that the overwhelming majority of requirements to staff include specified knowledge of the English language, without mentioning staff in international and travel companies where international dialogue and communication are the foundation of company's activity. Recently, companies have made new demands on the experts whose qualifications require foreign language skills, namely the proof of language proficiency level with one of the foreign certificates: ECE, CAE, TOEFL, Proficiency, etc.

Globalization and the increasing role of the economy in our time require economic openness, determination and practical willingness to use its resources with maximum quality factor, from the representatives of both large and emerging companies' [3]. Company's readiness to innovation, a wide range of employees' knowledge, their free communication with overseas customers, all these are the foundation of success, up to the rapid entrance to the international trading arena. Of course, it is not easy for a representative of just opened company to find such a prospective employee, and to compete on their own with other already established companies. In spite of such optimistic statistics, it is not easy to find an employee who is ready to international business cooperation. It is necessary to take into account that all well-organized companies, firms or their representational offices have clear allocation of responsibilities and positions among employees, and in each sphere there are specified linguistic features and terminology, understanding of which is of paramount importance for the understanding of the case, as well as in the preparation of contracts and agreements.

There are special business schools for employees and directors of the companies where they are taught professional ethics and business English. In addition, the representatives of the companies often organize internal advanced training courses for their staff, which include different classes within the company. The practice of English-speaking employees' implementation into the staff is also very effective [3; 5]. In such case even the natural environment has a positive effect on employees, obliging and training them to know professional and general language.

The increase of the company's role in the world arena leads to the increase of its authority and business obligation to a client. In the future, to maximize the usefulness, the staff will have to be expanded, and in this case, the candidate's resume should include knowledge of at least two foreign languages, including English and he/she must have an internationally recognized diploma [2].

As for small private business, small and medium-sized companies, as well as before, the first applicant for vacancy will be a person who confirms knowledge of English. The job of flight attendants of global and local flights can be an example of such work. Their responsibilities include knowledge of the English language and contribute to the development of communicative possibilities which greatly increase the range of clients and company's profit as a result.

But not all jobs require knowledge of foreign language. So, if you want to work, for example, at a beauty salon, or you prefer manual work, you are unlikely required English or any other languages due to the fact that it is more profitable for an employer, owning such a business, to pay you the minimum rate without incentives and extra payments for your knowledge, diploma and experience.

It is also interesting that the total market demand for personnel who knows foreign languages and first of all English, shows that most jobs which require knowledge of English, are in scientific and educational spheres, namely teachers, lecturers, scientists and translators. Public servants, purchasers and IT-specialists follow them in demand for foreign languages. As it was mentioned above, all of these jobs are related to international cooperation and work with documentation in English. IT-specialists, in their turn, work with an English interface and coding.

You will not find a requirement of compulsory knowledge of a foreign language, looking for a job in banking industry and in sales. In this case, you should understand that sales will be made only at the domestic or regional level, and a bank employee will not have a high position and is not allowed to VIP or foreign customers of the bank.

In these examples, the real role of English in employment is clearly shown. It is also interesting that knowledge of a second language, except English, which is quite difficult to study, for example, Japanese, Chinese or others, is only comforting fact, and can positively influence the decision to accept you to work only in case of similarity between you and a competitor for the position but his lack of such knowledge. However, such nuances are depended more from the employer's requirements [2].

**Summary.** Summing up all the above, we can say with certainty that communicative role of English will grow, taking into consideration the pace of its learning and spreading among the world's population. The special attention must be also paid to the methods of preparation, training and support of students and employees. Many people learn languages on their own and starting to work at a certain position, certainly require improvement of professional skills and knowledge through the work of linguistic offices on the company's basis or at the specialized courses. Consequently, any employer will be able to rely on experienced staff who, in its turn, will competently handle company's business documents, reducing risks to a minimum, and increasing the company's competence in the competitive environment. People looking for a job and have a basic knowledge of a foreign language, will be ahead of

their competitors, as well as have a chance to get much more paid work.

In the process of the study, a sequence of possible steps for a person who wants to climb the career ladder successfully in the international business environment, are figured out. They are the following:

- 1) Begin to learn English. Attend language courses.
- 2) Visit scientific and business conferences, trainings, seminars, conducted in English.
- 3) Communicate with foreigners in English or native speakers.
- 4) Involve foreign employees in the team.
- 5) Create a suitable language environment around them.

Keeping all the above points, you will be able to develop sufficient English language skills and find suitable employment in the field of international cooperation and relations.

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**Мета.** Стаття має за мету визначити роль англійської мови в керуванні сучасним бізнесом, розглянути сфери бізнесу, у яких англійська мова є життєво необхідною, та запропонувати кроки для керівників бізнесу і майбутніх співробітників, які можуть допомогти покращити рівень володіння англійською мовою.

**Методи.** *Вирішення поставлених завдань здійснювалось за допомогою використання таких методів, як описовий та компаративний аналіз; аналіз та узагальнення наукової, науково-популярної, методичної й навчально-методичної літератури з проблем ролі іноземних мов у сучасному бізнесі.*

**Результати.** *У процесі дослідження було встановлено послідовність кроків для людей, що бажають успішно долати кар'єрні сходини у міжнародному бізнес оточенні. Визначено комунікативну роль англійської мови, беручи до уваги темп її вивчення та поширення серед популяції світу. Особливу увагу приділено методам підготовки, навчання та підтримки студентів та службовців в опануванні англійської мови.*

**Ключові слова:** *бізнес, керівництво, англійська мова, міжнародна комунікація, мовні навички.*

**Цель.** *Статья направлена на определение роли английского языка в управлении современным бизнесом, рассмотрение сфер бизнеса, в которых английский язык является жизненной необходимостью, и предложение шагов для руководителей бизнеса и будущих сотрудников, которые могут помочь улучшить уровень владения английским языком.*

**Методы.** *Разрешение поставленных заданий осуществлялось с помощью таких методов, как описательный и компаративный анализ; анализ и обобщение научной, научно-популярной, методической и учебно-методической литературы по проблемам роли иностранных языков в современном бизнесе.*

**Результаты.** *В процессе исследования была установлена последовательность шагов для тех, кто хочет успешно подняться по карьерной лестнице в международном бизнес окружении. Определена коммуникативная роль английского языка, учитывая темп его изучения и распространения среди мирового населения. Особенное внимание уделяется методам подготовки, обучения и поддержки студентов и служащих в освоении английского языка.*

**Ключевые слова:** *бизнес, руководство, английский язык, международная коммуникация, языковые навыки.*

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#### GLOBAL ENGLISH AS A MEANS OF TOURISM DISCOURSE

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#### ГЛОБАЛЬНА АНГЛІЙСЬКА МОВА ЯК ЗАСІБ ТУРИСТИЧНОГО ДИСКУРСУ

**Objective.** *The objective of the article is to report to readers the importance of global English in the tourism discourse and analyze borrowings from English as a global language to many other languages.*