

## **ENGLISH IS THE LANGUAGE OF GLOBAL BUSINESS**

**Fursal Viktoriya**

*Kharkiv Institute of Trade and Economic  
of Kyiv National University of Trade and Economy*

Scientific Advisor

**Uskova Tamara**, senior lecturer,

In our superhigh-speed world, since their early childhood, everyone understands the importance of foreign languages (FL) acquisition. Children and teens are constantly told by school teachers that the English language is a subtle but strategical key which unlocks any door to successful career and a high quality of lifestyle.

First of all, of course, it is in demand when communicating with people abroad. Business trips, first, and the most typical spoken tasks you will be forced to comprehend refer to hotel routines: “Do you have wifi?”, “It is too stuffy in our apartments, so we need help with conditioner, could you send someone to repair it?”, “Where is a co-working center?”, “Could you arrange 40 bouquets of yellow tulips at 5pm for our conference event?”, “What taxi service would you recommend?”, “Could you help reserve a table for 6, for tonight at a restaurant?”, Then, scientific and art conferences, negotiations, meetings, presentations: “Will any of your conference rooms be available for a meeting tomorrow?”, “Will it be possible to set up a projector?”, “I broke my laptop, do you know if I can rent one?”. All those international events are held in English.

Belonging to a sector of a state financial institution, we know about the benefits that Business English mastery provides for the youth. Although it is rather believed, that awareness of variable language units included into Economics Vocabulary, is necessary only for employees working in international companies, because they are under the necessity to communicate every day with foreign partners and offer global service for clients, we think that in almost any sector of our life those abilities are necessary, regardless, you are a doctor, teacher, engineer or, for example, an artist. After all, at current global market, the main criteria for a selection of a potential employee is a level of proficiency, and FL proficiency as well.

A graduate, making lots of efforts to get a university degree for further career, would like to be in demand at the international level of employment. Being a part/leader of a team, you should master communicative skills in giving directions for colleagues or subordinates, following instructions, and participating meetings. And nobody cares about the scale to measure boundaries of your responsibility, because even subtle, from your point of view, slip-up can ruin a budget and reputation. The same, it does not matter what company you belong to – small family tavern or multinational with 100 billion euros fund. Even if you just sell goods or service to customers from near abroad, and you both use English as a means of communication, your clients may want you to explain some aspects of manual, clear up the reasons of high price, speak on conditions of discounts and terms of delivery. In order to cooperate with mentioned tasks, you know the rule: use the language of your

customer. You obviously must do it to comfort your clients, otherwise they apply for your competitors.

One of the distinguish features of the professional language refers to correct understanding and use of terminological vocabulary. For students of Economics departments, studying English for business purposes means studying the business itself. This stage involves negotiations, writing official invitations, signing contracts with foreign partners, conducting business correspondence.

There is no secret that getting a reputation of reliable partner abroad is worth of made efforts, and international business relations with partners are in great demand. Therefore, nowadays, translation agencies are gaining popularity. Leading companies around the world spend a lot of time and money to find high-class specialists in this field, who are able to give a support or assist at conducting business meetings without any delays. Notwithstanding, the best choice is to perform those activities yourself, since you and only you are aware of hidden details, and the only you are ultimately responsible for how smooth your arrangements will be done.

Summing up the above, we state that dealing with different culture environment helps you to reconsider your values. If you are ready for personal growth, strongly aimed at professional development, and intend to invest into further education, the English language will be your firm reliable foundation for successful career in global business. In companies and corporations that deal with international partners or/and customers it can bring you a good bonus as a significant salary increase. Needless to say, at least it gives you lots of amazing opportunities to overcome language barriers and communicate with people, regardless of their national background. For better or worse, it is up to you what choice you are willing to make. If your desire to learn is as powerful as motivation to be prosperous, we like the way you are!

### **References:**

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