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Кафедра иностранных языков



LEARNING FOREIGN LANGUAGES FOR PROFESSIONAL PURPOSES: OPPORTUNITIES AND DIFFICULTIES

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Иностранный язык становится важнейшим средством повседневного делового и профессионального общения, а также средством получения образования. Сборник материалов Международной заочной научно-практической конференции «Learning Foreign Languages for professional purposes: opportunities and difficulties» посвящен интеграции двух дисциплин: иностранного языка и специальности. Содержание Сборника материалов Международной заочной студенческой научно-практической конференции составляют статьи студентов, направленные на всестороннее изучение современных тенденций в сфере экономики и менеджмента.

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СЕКЦИЯ АНГЛИЙСКОГО ЯЗЫКА

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ANGLICISMS IN PROFESSIONAL SPHERE: THE NEW REALITY OF THE 21ST CENTURY

***Abstract.** The article is dedicated to the problem of anglicisms' influence on a clarity of Russian speech in professional sphere. The purpose of the article is to prove that the process is natural and is a part of our history.*

***Key words:** anglicisms, professional slang, euphony, westernization, international language.*

Nowadays all Russian students who work on group projects need to use professional vocabulary to get ready for an integration into the professional world of marketing, business, IT, design etc. Teachers tell them to put words into their mental glossary and speak this language: even if you're a foreigner and those words are Greek to you, the need for knowing the meanings of 'deadline', 'to brief', 'lag', 'to fail', 'gap', 'to track' and many other terms can't be ignored or neglected. But what actually motivates international professional communities to let the anglicisms interfere into their languages? Let's speak on this.

First of all, before revealing the reasons for the current affairs, we have to go deeper into the experience of Russian mentality. Language is not the only thing we possess from the West. Russian people had a stereotype that 'foreign' equals 'high quality' ever since Peter The Second started westernization campaign in The Russian Empire. Then we had German emperors, Italian architecture styles, French recipes, even Russian philosophy was inspired a lot by French and German thinkers. Back then the reforms only influenced on socially prestigious forms of culture and industrial technologies, whilst the spirit of the society, which was mostly of poor people, could not feel the wind of chance. That's why the whole westernization journey was previously histrionic.

But even though we explain the earlier process by the past dependency phenomenon, we can't apply the same thesis to how westernization affects on the culture of professional communication in the modern world. There are some valuable prerequisites which can give a reason for what's happening now.

Russian generations Y and Z were raised in a potentially new culture: the aftermath of the period of Perestroika in Soviet Union meant a lot to natives' comprehension of American and European culture. When the Iron Curtain was torn down, citizens felt the need for getting rid of communist vocabulary, they wanted to feel freedom, they learned to communicate with the outside world starting from the scratch. People who used anglicisms were taken as the privileged class, the successful and the educated one. Being called a copywriter or a manager was an element of prestige. From then English has been remaining to be the main importer of

new nominations for professions we didn't know, technologies we never had and scientific theories we never used: a computer, a merchandiser, a gender etc.

Here's the notion that may not be evident at all: the way how businessmen and co-workers of the brand used to communicate in 90-s and 00-s depended on what we preferred. If we're talking about national brands with a broad target group, the demand for westernized products with Latin letters in the naming was higher than for the Slavic or eastern variants with Cyrillic ones (Russian companies INCITY, Henderson, Paolo Conte, Camelot, Savage and many others were founded in the 90-s or the 00-s) and putting foreign words into advertising to increase the worth of a product (such words as 'elite', 'exclusive', 'luxurious' or 'glamour' would be used in controversial or inappropriate cases, with groats, furniture or stationery advertising). It was also connected with the previous thesis: we wanted to feel civilized (and the most civilized part of the world uses English for communication and provides capitalistic way of life) and we are afraid of cultural isolation. And the modern marketing model dictates that successful brand needs to be transparent and sincere. You couldn't just pretend to be a foreign product at the Russian market. Your internal company's culture should be based on a western system. Using English nominations in such case would be essential and natural. That's how the company's ethos got created. But now we have an opposite trend: brands and developers lost the shame for calling their products in Russian or with national symbolics. There's a new fashion caused by the wave of post-soviet and Slavic patterns in western trends. We are becoming the new exotic. But occasionally it doesn't mean that we're going to start using «рабочая встреча» instead of 'meeting', «крайний срок» instead of 'deadline', «родной» against «нативный» or «одобрять» instead of «аппрувить».

First of all, it is often simply impractical to use native equivalent for a word which depicts an object or a process born or created in foreign culture. For instance, learning skills by looking through pages of a professional literature would be much more effective if you read it in original. There is no translation that can define the word as precisely as the primary term. For example, calling a couch 'тренер' (which means trainer in Russian), we don't conduct the whole deepness of the word's real definition. Some professions or objects cannot be translated at all: copywriter, SEO-optimizer, WEB-designer and many others.

Russian generations Y and Z were raised in a potentially new culture: the aftermath of the period of Perestroika in Soviet Union meant a lot to natives' comprehension of American and European culture. When the Iron Curtain was torn down, citizens felt the need for getting rid of communist vocabulary, they wanted to feel freedom, they learned to communicate with the outside world starting from the scratch. People who used anglicisms were taken as the privileged class, the successful and the educated one. Being called a copywriter or a manager was an element of prestige. From then English has been remaining to be the main importer of new nominations for professions we didn't know, technologies we never had and scientific theories we never used: a computer, a merchandiser, a gender etc.

Russian linguist M. Crongauz mentioned the fact that there's a tendency in a modern world: in the past professions' names revealed their functions, places, instruments we use to do our job, abstract names such as politician, entrepreneur or a laborer were mocked. Our unstable modern world demands for a new approach: the name of a profession – is a bare function, just as in 'manager'. This word includes thousands of specialties, it's universal and honorable at the same time. So if in Soviet times satirists mocked how an official could be transferred from agriculture to industry or education, now this is no longer funny. This is normal: a real manager can lead anything.

By the freshly coming words one can judge which human types are in the center of our attention. They also give a new look at themselves or, more precisely, a new perspective. The names of people help us to compose our own generalized portrait, while new names add new features to it. Thanks to English language, we don't have to come up with thousands of pointless words to try to find a good definition to all of those new different types of occupation.

There are some other reasons to admit that English language has interfered into our speech for eternity. It is the phonetic aspect. There's a phenomena called euphony that is a linguistic universal and means a good and pleasing sounding of a word or a language. Some of the specialties of how we perceive a sound is mutual to all humans.

Let's look at those features by comparing Russian and English: both English and Russian of them are referred to a consonant type of languages, but the English language has only 24 consonant phonemes for 20 vowels (including 8 diphthongs), that makes it more vocalized, whilst the Russian language has 37 consonant phonemes for only 6 vowels. Although Russian belongs to languages with a light syllable weight, it is still less euphonic, it has more noisy consonants, while in English sonorants and diphthongs do prevail. The consonant coefficient of the English language tends to 2, and in Russian it is 1.38%. In English, consonants are not burdened with palatalization; they rarely play an independent role. In Russian there are many dental, fricative back-lingual consonants, in English there are more alveolar, soft, warm guttural consonants.

Moving on, the other reason why English stream of speech sounds much softer is that it is characterized by the processes of elision – complete loss of consonants, their absorption by vowels, and reduction – the process of reducing the quality of consonant phonemes in the stream of speech. At last, English words are statistically shorter. Now we see it clearly, that English has an esthetic privilege. Simple ear-pleasing words can be pronounced and decoded faster by an interlocuter – and time is money, especially in professional sphere.

In fact, the process of creating of a new vocabulary for a specific sphere of human business is as old as time. Pre-revolutionary hucksters used to pick Polish, Gipsy, Greek, Tatar and other words and put them together, adapting to a Russian grammar, so then their conversations could not be comprehended by someone profane. For example, they would put Russian Now we can see the same situation in IT-sphere. or any other sphere. An average communication between the IT-developers can look like this: «если мы зафейлим этот таск, мы простоем на бенче еще 2 месяца, так что асайнь его асап», (if we fail this task, we'll stay on a bench for 2 months more, so assign it ASAP). Such way of speech is called 'Runlish'. Nonetheless it could look simpler, programmers found their zone of comfort in such conversations: it is fast, it is accorded to the English materials and instruments they use and read daily, it is private and it unites the professionals during the case-study brainstorm.

Last but not least, here's the notion that may not be evident at all: the way how businessmen and co-workers of the brand communicate depends on what we prefer. If we're talking about national brands with a broad target group, the demand for westernized products with Latin letters in the naming is higher than for the Slavic or eastern variants with Cyrillic ones. It is also connected with the previous thesis: we want to feel civilized (and the most civilized part of the world uses English for communication and provides capitalistic way of life) and we are afraid of cultural isolation. And the modern marketing model dictates that successful brand needs to be transparent and sincere. You can't just pretend to be a foreign product at the Russian market. Your internal company's culture should be based on a western system. Using English nominations in such case would be essential and natural. That's how the company's ethos gets created.

In conclusion, we should sum up all the arguments and bring out the main key to understanding the process of integration of anglicisms into the Russian speech. We can talk about the cultural independence and patriotism, but in professional sphere we should better not reinvent the wheel when we choose the most suitable definition for an object. Word equivalents are made to simplify and speed up our communication. If the Russian word doesn't serve as this point, then we should keep the original variant.

No one gets furious when we use The Netherlands-rooted terms from the shipbuilding, such as yacht, buoy, cruise etc. Nobody is annoyed, that words «шпатель» (spatula), «ландшафт» (landscape) or «шахта» (mine) are borrowed from German and have no equivalent. Then there is no reason to blame people for borrowing English terms from business,

politic or programming, if they define something innovative or help with international communication and the growth of performance. Getting used to it is just a question of time.

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THE ENGLISH LANGUAGE IS THE WAY TO PERSONAL INDEPENDENCE IN THE INTERNATIONAL BUSINESS ENVIRONMENT

Abstract. *In today's global sphere, the significance of English cannot be denied or ignored, as it is the most widespread and versatile language around the world. Knowledge of English is essential if one wants to demonstrate their professional abilities in life. It is one of the main windows to a world of opportunities: to become competitive in the international labour market – to be promoted in one's current position or to climb the career ladder.*

Key words: *English, foreign language, globalization, international business, business, professional, knowledge.*

Nowadays, English, as one of the actors of globalization, is increasingly becoming paramount as a foreign language for professional pursuits. English is the language of international communication in many countries, and as of 2019, there are 55 sovereign states and 27 non-state entities having English as their official language [7]. In most countries of the world over 350 million people speak it as their first, mother tongue and over 430 million speak it as a second, additional. Furthermore, the foreign language is included among the official languages of the United Nations, the European Union, The Association of Southeast Asian Nations (ASEAN), and other integration associations. It is especially widely and freely used in business, science, mass media, and plays an important role in establishing business trade,

industry, and diplomatic relations. English is intended to ensure that future specialists are prepared to adapt on the world stage, to realize themselves at the current stage of rapid scientific and technological development of humanity and to grow personally and career-wise.

Naturally, knowledge of foreign languages, and in particular English at a sufficient level, is one of the most essential skills that is increasingly in demand when hiring employees in large multinational corporations, as in just a few decades English has become the main language of international economic processes [3]. IT-based job-hunting and recruitment website Superjob studied the salaries of those who speak and negotiate in English and those who do not. The research showed that applicants with English language skills were paid significantly higher [2]. This fact is also confirmed by the Harvard Business Review Research. The exploration states that there is a direct correlation between English proficiency and economic indicators. It is a natural cycle, with improving English language skills contributing to higher wages, which in turn allows for more investment in further language development [4]. Besides the direct salary increase, knowledge of the foreign language is a competitive advantage in terms of other important labour market characteristics, for instance, it leads to personal growth and makes an individual more likely to be active in the labour market. Thus, Andrey Suslov, CEO of Biztech, an international company developing content projects and websites for major brands, including foreign ones, said in the interview that it was vital for their company to have employees proficient in English to an extent that would not create problems in business communications [1]. The proficiency in English in this international company is a way to personal success, because, as the General Director of Biztech says, «...only people whose English I am not ashamed of will take part in the international business projects» [1]. It is possible to assess the real extent of an employee's success in international business communications. One important indicator of success is that foreign customers renew their contracts with the company. Indeed, that is the magic of the English language: the ability for both the company and the individual employee to reach the top.

Remarkably, the demand for English is demonstrated not only by the individual Biztech company, but by the entire entrepreneurial niche. In recent years, sufficient investments have been made in the development of the English language field. English, as has been noted before, is the language of global business and the trend towards globalization is expected to accelerate. Language has become a necessity for all employees: in all industries, in organizations of all sizes, at all levels of organization and management, in various company divisions. For example, Natsuki Segawa, Aerospace Systems Manager of ITOCHU Corporation (Japan), says there is a great need for the company's employees to actively use English over the next 10 years [5]. The demand for English is especially demonstrated by employees involved in international processes: international managers, economists lawyers and diplomats, because a specialist in international relations, depending on their position, has to establish rapport with foreign citizens and companies, deal with authorities and business in the field of foreign trade and this requires a command of the language, specifically English. For this reason, relatively poor language skills can become visible and have certain consequences: dismissal from the position, termination of participation in projects, in meetings, loss of important contextual information during negotiations.

Interestingly, many global companies, for instance, provide opportunities such as foreign language training that open new doors and allow employees to broaden their skills. For example, Rakuten, which is the largest e-commerce site in Japan and one of the largest in the world, sent senior managers to English-speaking countries such as the UK and the US for a complete English language course to immerse them in their language environment. Employees were also offered week-long language training programs in the Philippines. As a result of this policy, a professional workforce with functional English language skills has been successfully trained [9].

Meantime, high-quality professional preparation is necessary for certain work-related responsibilities. A prerequisite for maximizing success in all sectors of relationships is having

a proper education. Explicitly, English can help you get it. The language opens doors to the professional world. A lot of the best MBA programs are taught in English, so with a good command of English you can get the best training and acquire a high level of practical and theoretical knowledge and skills.

In summary, in accordance with the foregoing, it can be said that mastery of English is a necessary skill, increasingly in demand in a progressively globalized and integrated international economy. It becomes obvious that an advanced professional level of English language enables a person to become a highly developed individual, increases social mobility and economic freedom and allows to achieve certain successes in professional activities.

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ENGLISH COURT AS AN AREA FOR INTERNATIONAL COMMUNICATION

Abstract: *Many Russian companies prefer to resolve disputes in the Commercial Court of London. It settles commercial, usually trade disputes between counterparties, is an arbitration, paid court. This court is the oldest, and as a consequence, has a large established practice in considering such disputes. Therefore, it is widely used in concluding contracts and resolving disputes in international business.*

Key words: *disputes; legal entities; lawyers; court system; common law; precedent.*

A record number of parties from Russia took part in disputes in the Commercial Court of London over the past year, thus retaining the country's leading position in the rating against the background of a general decline in the activity of foreign parties in it, according to a report by the strategic communications consulting firm Portland.

According to the study, which covered the period from April 2019 to March 2020, during which the court managed to hear 198 cases (a 9% decrease compared to the previous reporting period) involving 808 individuals and legal entities from 72 countries [1].

During this period, the top foreign countries whose participants most often applied to the Commercial Court of London (from now on CCL) are as follows: Kazakhstan (44 litigants), Russia (32), the United States (28), Cyprus (24), Singapore (22), India (20), Germany and Switzerland (14 each), France and Libya (12 each), Lebanon (10). As a percentage, foreign parties accounted for more than half of all participants in lawsuits 55%, which is 4.3% less than a year earlier [1].

Regarding the situation with the participants of disputes from Russia, the Portland group of experts noticed that Russians are the largest group of applicants. Along with this, it is noted that the litigation in the High Court of London with the participation of Otkritie and Trust banks accounts for almost half of all participants from Russia in litigation during the reporting period. Due to this active application to the CCL involving Russian parties it is very probable, that a person who works as an international manager of a Russian company can face the necessity to work with the CCL.

Historically, the choice of the London jurisdiction has always been of high value in difficult disputes between Russian citizens, enterprises and organizations. Despite the decline in the overall pace of London as a global hub for dispute resolution, the appeal of individuals from the Russian Federation has only increased as the jurisdiction of English courts is unusually broader than in other countries.

According to the traditional principles of common law, its competence is almost unlimited and is limited only by certain procedural nuances related to the notification of the defendant. However, it should not be assumed that the English court will undertake to resolve any dispute between residents of any country. The Court has great freedom to accept or reject the consideration of an international dispute at its discretion. [2].

This may seem strange to lawyers from the continent, but neither the courts nor the legislators of England have ever considered it necessary to formulate in general terms the principles on which the exercise of the jurisdiction of the English courts is based, as is done, for example, in the Russian procedural codes. In essence, this means an implicit presumption that any disputes are within the jurisdiction of the English court, with the exceptions that are specified separately.

With regard to such exceptions, the English court will not consider a case based on foreign public law (tax, criminal, etc.); a property dispute with a foreign state without the consent of the latter (due to the doctrine of sovereign immunity); a dispute that is in the exclusive jurisdiction of a foreign court (for example, on the right to foreign real estate); certain family disputes with foreign participants, etc.

It is also worth mentioning the act of state doctrine, according to which the English court is not authorized to assess the legality of the actions of another state within its territory (with some exceptions, such as a gross violation of international law). However, most commercial disputes with a foreign element can, in principle, be considered by an English court.

Under the common law, any person on the globe may exercise or fall under the jurisdiction of an English court, provided only that the defendant is duly summoned to the court, as it is formulated in the classic English treatise on private international law. That is, for the court to exercise its jurisdiction, it is necessary to fulfill only one procedural requirement, namely, proper notification of the defendant. Meanwhile, most international courts work the same way as the English one. This means that if a person understand how the Commercial Court of London works, he will understand how all international commercial courts work. Accordingly, an international manager must understand how the international economic activity is regulated [3].

As a general rule, sanctified by centuries of precedent, such proper notice, necessary for an English court to exercise personal jurisdiction over a defendant, is the personal delivery of a summons to the defendant, and the delivery must be made in England. Thus, the mere fact of serving a notice becomes crucial in establishing the jurisdiction of the case to the English court.

This traditional rule leads to rather peculiar results in relation to responders who do not live in England. Even if, for example, all the events related to the dispute took place in England, the court cannot consider the dispute until the defendant has arrived in England and has been served with a summons. On the other hand, even if the dispute is only indirectly related to England, but the defendant was in England at least passing through, and the plaintiff managed to serve him a summons, the court can consider the dispute.

Apparently, realizing some of the paradoxical nature of this situation, the British legislators further expanded the competence of the English courts by the law of 1852. Under this act, the court was given the discretion to allow the service of a summons outside of England. However, according to subsequent judicial practice, this requires sufficiently serious grounds to convince the judge that it is the English court that is the "proper" place of consideration of the dispute. Namely, it is necessary to demonstrate that the English court is significantly more suitable for the goals of justice.

If the court's permission to send the summons abroad is not received, then, in fact, the only option to ensure that the dispute is considered by the English court is still the personal delivery of the summons to the defendant during his visit to England. Accordingly, foreigners who are afraid of being summoned to an English court should stay outside the territory of England [4].

All in all, the Commercial Court of London is a very important structure in global business. It is considered one of the best dispute resolution organizations. Therefore, many businessmen manage to increase their wealth by winning lawsuits in this court and many English-speaking lawyers get rich by representing businesses. Logically, its structure and working method may be useful for those who deal with international markets or those who are studying how to work with global business.

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**ADVANTAGES AND DISADVANTAGES OF GLOBALISATION:
ECONOMIC ASPECT**

***Abstract.** Speaking about globalization, it is worth considering that this phenomenon refers to a set of social, economic, cultural and political processes with a view to their further integration and unification in the context of modern times. Nowadays English is recognized worldwide as the language of international communication, and that fact has an immensely positive impact on world integration and cooperation processes. The advantages of globalization are: world scientific progress, improved quality of goods, lower prices for goods, a wide labor market. The disadvantages of globalization are: inflation, trade imbalances, depreciation of labor, loss of traditional lifestyle and cultural practices.*

***Key words:** globalization, world cooperation, english, diplomacy.*

Globalization means integration between people, companies and governments. It is noteworthy that this integration is taking place on a global scale. It is also a process of expanding business relations and communications around the world. In the context of globalization, many companies are expanding globally and gaining international recognition. Consequently, the development of international companies requires huge investments. Lechner and Boli define globalization as «the fact that more and more people living over long distances connect with each other in different ways» [1].

Until the early XIX century, the primary purpose of British Imperial policies was to facilitate the acquisition of as much foreign territory as possible, both as a source of raw materials and in order to provide real or potential markets for British manufactures. After the defeat of France in the Revolutionary and Napoleonic Wars (1792–1815), the British Empire emerged as the principal naval and land power of the XIX century [2]. Unchallenged at sea,

British dominance was later described as Pax Britannica («British Peace»), a period of relative peace in Europe and the world (1815–1914).

In the XIX century, globalization was a direct result of the industrial revolution. Industrialization has allowed the production of household items to be standardized using economies of scale, while rapid population growth has created a steady demand for goods. In the XIX century, steamships significantly reduced the cost of international transport, and railways made domestic transportation cheaper. The transport revolution took place between 1820 and 1850. Other countries have embraced international trade [3].

Finally, in the XX and XXI centuries, globalization took its final form. First of all, there has been the development of technology and the Internet. It was a key point in the development of globalization processes [4]. Consequently, e-commerce plays a huge role in globalization. Roughly 4.66 billion people around the world use the internet at the start of 2021 – that's close to 60 percent of the world's total population [5].

It is noteworthy that globalization places great emphasis on the development of world cooperation and cultural exchange.

Product quality has been significantly improved due to globalization. This is due to the pressure of intense competition and harsh realities of modern capitalistic economy, where manufacturers do their best in order to make products of high quality. If the product is of poor quality, people can easily switch to high-quality alternatives.

In the political sphere globalization has significantly diminished the importance of the nation state as the concept, having introduced the idea of «global community» instead. William R. Thompson defined this as «an expansion of the global political system and its institutions, which manage interregional transactions (including, but certainly not limited to trade)» [6]. Political globalization is one of the three main dimensions of globalization commonly found in academic literature, alongside with economic globalization and cultural globalization [7]. The immeasurably increased interdependence of the economy and political influence of different countries in comparison with integration is associated with the formation of a single economic space, where economic ups and downs are acquiring global proportions.

However, by examining in detail available data about poor countries affected by globalization, we can uncover cruel and even inhuman evidence. We must recognize that the prices of products have fallen not only because of the cheaper labour force, but also due to the harsh exploitation of children and prisoners' labour. It is common for modern businesses to hire new employees for a very low pay. Moreover, their working environments can be appalling and inhumane, and their workplaces can be ill-equipped and contain many inconspicuous safety hazards. For example, poor countries such as China, Taiwan, the Philippines and others are always trying to attract rich countries' investments by offering cheap labour, which emphasizes the negative aspect of outsourcing policies [8].

In conclusion, we rarely think about the shortcomings of globalization. However, owing to the dire situation in many southern countries, we must be aware of the existence of the people who suffer from it severely. Moreover, we may be able to offer some alternative solutions that will make a beneficial difference to the world. Among such decisions, one can single out an increase in international cooperation in the field of labor and employment, interstate control of migration, an increase in the role of trade union organizations, the integration of small cultures and ethnic groups into the global world while preserving their original lifestyle. All these measures are aimed at the implementation of intergovernmental control in the century of world globalization.

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THE ENGLISH LANGUAGE IN THE INFORMATION SOCIETY

Abstract. *Our life is determined by the rapid growth of informatization, which is based on the mass use of information systems and technologies in order to radically improve working conditions, quality of life and increase the efficiency of all types of activities. Such global changes in the social system raise many questions. In this article, we will try to answer one of them: how does knowledge of English affect success in the new information society?!*

Key words: *informatization, information system, information technology, global language, information product, globalization.*

We live in the era of the information society – a society in which most people are engaged in the creation, processing, storage and transmission of information. Changes in modern society are largely related to the changing role of information in the world as a whole and in the life of each person in particular. This stage of the development of society and the economy is characterized by: increasing the role of information, knowledge and information technology.

The era of informatization is a logical and expected stage in the development of society. Since there are many reasons and prerequisites for this, the main ones are: globalization (integration of the economy, culture and politics of all countries of the world), the emergence of the Internet and other information technologies.

With the advent and development of information technology, people's lives have changed dramatically: the style and way of life, the conditions and process of professional activity, as well as the system of internal values. Since then, the process of obtaining, storing, and sharing information has become much easier. Now, to share information or find the information you need, you only need to have a device with internet access.

At present, there is practically no sphere of human intellectual activity where computer systems working with information are not used [4]. The world system of the information society era is entering a period with a new tool of production and new social relations.

Since most professions today indirectly or directly interact with information systems and technologies, people of all professions need to learn computer literacy, learn new things and develop in their field of activity, constantly following the rapidly changing world. In addition, informatization affects not only existing professional areas, but also the emergence of new ones. Therefore, such areas as software development, web development, e-commerce, online education, delivery of goods, online retail, in particular marketplaces, have appeared and continue to develop to this day.

In modern business areas, there is no direct connection between the buyer and the seller. The communication process is carried out with the help of information systems and technologies. For example: when buying a product online, a person interacts only with the company's website and performs the process of searching for the desired product and making the purchase itself. In addition, advanced companies use chatbots to answer frequently asked questions that are based on advanced developments, namely artificial intelligence.

During his internship at an online retail company, the author of the article was convinced by his own experience that information technologies and systems play a fundamental role in all divisions of the company: from the management of logistics activities to the implementation of the online sales process. All reporting, performance monitoring, and negotiations are carried out using information technology. As well as communication between employees within the company and the corporate culture as a whole is based on interaction and information transfer using technologies.

Currently, information is considered as one of the most important resources of social development, along with material, energy and human resources [6].

As statistics show, the demand for information goods and services is increasing from year to year, which gives rise to the growth of this industry.

The growth in demand for information products was especially intensified during the pandemic, when humanity had to completely transfer its life to the information space. At this time, the usual activities for many (study, work, sports, shopping) went online. Interestingly, this trend has persisted and continues to develop even after the removal of strict restrictions. Based on this, we can conclude that people have found advantages in information products over material ones. This may serve as the beginning of the fact that in the near future there will be a significant predominance of the information product over the material one.

There are the following features of information products:

- inexhaustibility – as society develops and consumption grows, information reserves do not decrease, but grow;
- persistence – does not disappear when used and may even increase due to the transformation of received messages;
- multiple use – there is a possibility of multiple satisfaction of needs using the same information.

The information product is on a par with other types of products. Therefore, it has become urgent and necessary to protect his rights at the level of the law. For this reason, laws on information and intellectual property appear and are constantly updated in the legislation of many countries.

It is important to note that the idea of informatization is inextricably linked with the concept of a global language that unites the population of the planet. Currently, English plays such a unifying role. The development of this language occurs at a time when humanity is forced to accept the values offered by the new information civilization [7]. Accordingly, there is a need to learn English, because without knowing it, a person is alienated from the global information wealth and from communication outside of their country.

«Global English» is the title of a book by the famous English linguist David Crystal, which best describes the huge role played by English-language information products. The total number of texts in English distributed daily through media channels, including fast-growing Internet networks, significantly exceeds the number of texts in other languages [2].

In the new information society, the dominance of English as a «global» language is obvious. This is due to: the political and economic leadership of English-speaking countries; the predominance of the English language on the Internet [1]; its dominant position in the process of intercultural communication, etc. [5].

Globalization has led to the emergence of international corporations (for example, IBM, Coca-Cola) and international organizations (for example, the United Nations) that provide social and material assistance to people around the world. And the entire communication process (be it project management, negotiations, presentations) in any international association is based on English. Therefore, all employees are required to speak at least Upper-intermediate English in order to freely exchange information within the company and conduct their professional activities.

The dominance of the English language in the modern world is also due to the fact that the first and largest IT companies were founded in English-speaking countries. And the invention of such important components of the information society as the Internet, software, programming languages (most of which use English) and social networks also occurred in these countries. To this day, English-speaking countries occupy a leading role in the global information space.

Information society is a term often used to explain the current state of our lives. And the English language helps to model a global community in which the free exchange of information between language communities is possible.

In addition, professional development is almost impossible without English, as a large amount of relevant information is stored in English.

Knowledge of the English language is almost mandatory, since the illiteracy of the English language implies a lack of access to the information contained in a large proportion of sites. This language has become the most dominant language on the Web. It is the Internet that has strengthened the status of English as the most international language in the globalizing world [3].

Many modern professional areas, such as Internet marketing, programming, brand management, etc., appeared and began to develop in English-speaking countries. Accordingly, most of the relevant sources of information in these areas are presented in English.

From the experience of searching for relevant and useful information related to these areas, it can be noted and concluded that it is often necessary to use English-language sources of information: websites, articles, scientific literature. The search for data and information in English provides great opportunities for effective and high-quality study of any topic, as it gives access to most of all information on the Internet, as well as gives the opportunity to study literature written in English in the original.

Now it becomes important to know English for career growth. Knowledge of this language contributes to the development of business communication skills, partnership, and increased competitiveness in the labor market.

English gives you the opportunity to expand your horizons: to communicate with different people, to get acquainted with the state features of culture and traditions of the peoples of other states, which are important in the information society.

Today, understanding English is a prerequisite not only for foreign, but also for domestic employers. Fluency in a foreign language, along with high-class skills, will allow a professional to create a successful career.

Thus, the creation of a global information system, the desire of the modern world to unite has led humanity to realize the need for knowledge of the English language.

From all of the above, we can draw conclusions:

- Humanity is entering a new historical era – the era of the information society.
- In the information society, the product of which is the Internet and other information technologies, the English language is acquiring a new social function.

- English has become a global language and is often used as an international language for interpersonal and professional communication between people of different nationalities, live or online.
- In the era of the information society, English plays a special role as the language of international communication, where it is difficult for a person who does not speak English to navigate the global information flow.

It can be argued that English is becoming a key skill that opens up great opportunities in the modern information world for professional and personal growth. It is here that there is an acute practical need to study it.

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THE GLOBAL IMPACT OF CORONAVIRUS ON EDUCATION

Abstract. *The coronavirus started in the city of Wuhan in China, according to an initial report from the World Health Organization on December 31, 2019. On January 30, 2020, the World Health Organization declared the COVID-19 outbreak a global health emergency. On March 11, 2020, the World Health Organization declared Covid-19 a global pandemic. The World Health Organization's declaration of COVID-19 as a global pandemic has affected education systems around the world—from preschools to universities. This problem has had a major impact on education systems around the world. Tutors, faculties and students around*

the world are feeling the extraordinary ripple effect of the new coronavirus as universities and schools close amid a public health emergency. As health officials struggle to deal with multiple outbreaks, here's how education systems have responded. More than 40 countries on three continents with hundreds of millions of students worldwide are facing this problem, and in some countries around the world, universities and schools are closed until further notice. The lockdown due to the coronavirus outbreak has forced universities and schools to conduct classes and lectures online through digital systems, including e-learning on zoom, sky, teams, and so on. This article will focus on the global impact of the coronavirus on educational systems at all levels-from preschools to universities.

Key words: *Coronavirus, global education, universities and schools, impact, lockdown and outbreak.*

Education was normal around the world when teachers and students regularly held face-to-face classes in traditional classrooms, but after the coronavirus outbreak in Wuhan in 2019, universities and schools were closed around the world and forced to switch to online learning. This new online learning format has created serious constraints on education and learning around the world [5].

What is Coronavirus?

Coronavirus disease (COVID-19) is a disease that affects the masses of people regardless of immunity and age, which manifests itself regardless of gender and has similar symptoms in people of different nationalities living on different continents. This virus is particularly dangerous for people whose immunity is weak and is not resistant to mucosal and lung damage, as well as those with chronic diseases. Here are some of the things you need to know about the coronavirus [9]:

- COVID-19 is a disease caused by a new coronavirus that appeared in China in December 2019.
- The new coronavirus can be transmitted from person to person. This is diagnosed with a laboratory test.
- There is no vaccine for coronavirus yet. However, a number of countries around the world, including Russia, have invested a large amount of resources in the production of a COVID-19 vaccine since the end of 2020, although most of these efforts are still in the early stages of development [9].
- Prevention includes washing your hands frequently, coughing in the crook of your elbow, staying at home when you're sick, and wearing a cloth face cover if you can't practice physical distancing [9].

The rapid spread of the virus has affected more than just human health. This has affected many other areas of life, among which education occupies a special place.

Below are some of the effects of the coronavirus on education worldwide. According to the United Nations Educational, Scientific and Cultural Organization (UNESCO), school closures in more than a dozen countries due to the COVID-19 outbreak have disrupted the education of at least 290.5 million students worldwide.

The pandemic has affected education systems around the world, leading to the near-total closure of schools, universities and colleges. Teachers, faculty, and students are at very high risk of contracting COVID-19. Most governments have decided to temporarily close educational institutions in an attempt to reduce the spread of COVID-19. As of January 12, 2021, approximately 825 million students are currently affected by school closures in response to the pandemic. According to UNICEF monitoring, 23 countries are currently closing schools nationwide, and 40 are closing schools locally, affecting about 47 percent of the global student population. Currently, schools are open in 112 countries [2].

On 23 March 2020, Cambridge International Examinations (CIE) issued a statement cancelling the Cambridge IGCSE, Cambridge O Level, Cambridge International AS and A Level, Cambridge AICE Diploma and Cambridge Pre-U Examinations for the May-June 2020

series in all countries [8]. There were also abolished the examinations for the international baccalaureate. In addition, the advanced placement exams, the SAT administration, and the ACT administration were moved online and canceled. School closures don't just affect students, teachers, and families. They have far-reaching economic and social consequences. The closure of schools in response to the pandemic has shed light on various social and economic issues, including student debt, problems navigating digital learning, food insecurity and homelessness, as well as access to children, health, housing, the Internet, and services for the disabled. The consequences were more severe for disadvantaged children and their families, resulting in school breaks, eating disorders, problems with child care, and, as a result, economic costs for families who could not work. In response to the school closures, UNESCO recommended the use of distance learning programs and open educational apps and platforms that schools and teachers can use to remotely access students and limit learning disabilities. Colleges have struggled to find creative solutions to teach students online, in person, but socially remotely, or in a hybrid format [3].

The Impact of the COVID-19 Pandemic on Children and Youth Who Are Out of Educational Institutions due to The Closure of COVID-19

Young people are classified as not engaged in education or training (NEET). Efforts to slow the spread of COVID-19 through non-drug interventions and preventive measures such as social distancing and self-isolation have led to widespread closures of primary, secondary and higher education in more than 100 countries.

Previous outbreaks of infectious diseases have led to massive school closures around the world with varying degrees of effectiveness. Mathematical modeling has shown that the transfer may be delayed by the closure of schools. However, the effectiveness depends on the contacts that children maintain outside of school. School closures seem to effectively reduce the number of cases and deaths, especially if they are carried out quickly. If school closures are delayed compared to an outbreak, they are less effective and may have no impact at all. During the pandemic in Australia, for example, colleges' closures and a ban on public gatherings were associated with a lower overall death rate. All universities, colleges, and schools, when online, are starting to adopt digital e-learning to reduce the spread of the virus

The Impact of COVID-19 on Academic Integrity in The World

The impact on academic integrity is seen all over the world. The rise of contract fraud, academic file sharing, and exam fraud were cited as particularly problematic. Since the start of COVID-19 in March 2020, fraud has become much easier for students to learn, due to the fact that learning is mostly distance learning. The students have no remorse, as the attitude has changed from prioritizing education over other things [6].

Many institutions turned to for-profit services to take control of the exams, but almost immediately questions were raised about students' privacy, surveillance, and the impact on students' mental health. This has led to an increase in student protests in a number of countries against the use of commercial e-proctoring services. The lack of interaction between students and faculty has also led to students becoming less enthusiastic about the integrity of their work. This forces students to take half-completed assignments, get answers from their friends in class, or take nothing at all simply because education has become less important due to the coronavirus (COVID-19) [1].

How The Virus Affects The Global Economy

China, the cradle of the epidemic, was the first country to be hit hard. Largely integrated into global value chains, the country has become a major global economic player. China is currently the world's second-largest economy with a share of 16.35% of global GDP and 13.25% of global merchandise exports. The PMI data points to a continued economic recovery in China: although slightly down, the General Manufacturing PMI for January 2021 (51.5 versus 53.0 in December 2020) confirms a further recovery and improvement in production

conditions. The same applies to the PMI Index (PMI), which fell from 56.3 in December 2020 to 52.0 in January 2021. However, the economic impact was not limited to China. Due to the exponential change in the number of infections in other geographical areas, measures have been taken to overcome an unprecedented global crisis in the field of health, economy and people.

Mc Kinsey & Oxford Economics revised (October 30, 2020) global GDP growth in 2020 to -7.2 % under the best-case scenarios (a relapse of the virus with a strong rebound in the global economy in 2021) and to -9.7% under the worst-case scenarios (a relapse of the virus, low long-term economic growth and insufficient to ensure a full recovery, ineffective economic interventions). The euro area grew by -11.1% and -13.5%, respectively. The US will see its economic growth reach -8.8% in the first scenario and -11.3% in the second. For China, growth is estimated at -0.4% in the best-case scenario and -5.1% in the worst-case scenario.

For its part, the European Commission (February 2021) believes that the Covid-19 crisis had a very serious negative economic impact on the EU and the euro area in 2020 and that its direct impact, through all channels, led to a decline in the real GDP of the EU (-6.3%) and the euro area (-6.8%). In 2021, the European Commission forecasts a rebound of + 3.7% for the EU and + 3.8% for the eurozone.

According to the OECD's economic forecasts for December 1, 2020, global economic activity will contract in 2020 (-4.2 %) before recovering in 2021 (+4.2%). The euro area's GDP will decline by 7.5 %, and in 2021 it will recover to +3.6%. The expected decline for France (-9.1%) and Italy (-9.1%) in 2020 is more severe than for the German economy (-5.5%). In contrast, in 2021, France and Italy will increase GDP (+6.0% and +4.3%) more significantly than Germany (+2.8%). For the US, the OECD expects GDP to decline by 3.7% in 2020 and rebound by + 3.2% in 2021. For China, the growth forecast remains positive: + 1.8% in 2020 and +8% in 2021.

Economic Impact of Coronavirus

The coronavirus (Covid-19) made its appearance in December 2019 in the Chinese city of Wuhan, located in the province of Hubei (central China). The current spread indicates that America as a whole is, in this month of February 2021, the main focus of the pandemic (45% of cases), followed by Europe (34%), with Southeast Asia relegated to the third position (12% of cases). Taken individually, the United States, followed by India and Brazil record the highest number of infected people. In Europe, Russia, the United Kingdom, France, Spain, Italy, Germany and Poland are the most affected countries.

On February 16, 2021, the Official World Health Organization death toll was 2,403,641 people who died and 108,822,960 infected. The spread of the virus continues to intensify outside China: 108,721,399 people have been infected in 195 countries, mainly in the United States (27,309,503), India (10,925,710), Brazil (9,834,513), Russia (4,099,323). In western Europe, the pandemic particularly affected the United Kingdom (4,047,847), France (3,410,715), Spain (3,086,286), Italy (2,729,223) and Germany (2,342,843) where there were 9,765, 4,099, 1,876, 7,344, and 3,856 new cases in 24 hours, respectively. 2,398,803 people died from the virus outside China (5,892 more in 24 hours) [9].

While the number of new cases recorded in China has significantly decreased, the assessments established since February 26, 2020 point out that the number of new cases per day observed in the rest of the world now exceeds that of China. As of February 16, 2021, there were 192,241 new cases for the rest of the world and 25 cases for China, respectively. In western Europe, as already mentioned, the United Kingdom, Italy (facing an elderly population) and France are particularly affected with respectively 117.396, 93.835 and 81.801 people who died from the consequences of the virus as of February 16.

However, Belgium stands out with a much higher number of deaths per million inhabitants (1,873 deaths per million inhabitants) compared to Spain, France, Italy and the United States, which had respectively 1,400, 1,253, 1,552 and 1,452 deaths on 16 February and compared to India (113) and China (3), which had significantly lower numbers. According to

the latest data from the FPS Public Health (17 February), 741,205 patients tested positive in Belgium. The number of new cases per day is on the decline, after a period of increase. The average number of new cases per day (from the last 7 days, from 7 to 13 February 2021) is 1,786 (compared to 2,215 previously), a decrease of 19%. The number of new hospitalizations (from 10 to 16 February) averaged 118.3 per day (compared to 127.6 previously), a decrease of 7% [9].

Health Security in Education

Last spring's containment increased the risk of school dropouts for children, especially the most disadvantaged. Therefore, one of the main goals is to ensure the openness of schools.

On the other hand, it is extremely important to tighten the sanitary rules for children : in the near future, the sanitary protocol in school canteens will be strengthened (without soldering children in canteens, lengthening the meal time, taking out), and until further notice, extracurricular activities in the premises will be prohibited.

Wearing a mask, observing barrier measures, aeration, and restricting the brewing of students, of course, remain mandatory.

Screening capacity in schools will also be increased, with a target of 300,000 tests per week and targets set by the academy.

Higher Education

Training courses and competitions are subject to exclusion and may be conducted in compliance with sanitary measures.

As for higher education, completing 100% distance learning was difficult for many students, with a sense of isolation, but also with real pedagogical difficulties.

To correct student instability in the face of the health crisis, the President of the Republic announced on Thursday 21 January 2021:

- An opportunity for students who want to get access to two meals a day for one euro.
- The opportunity to return to the university in the presence of one day a week.
- All scholarship students or not will have access to two meals a day for the price of euro meals at university restaurants
- The creation of a «psychiatric checkup» on February 1, allowing students who are disadvantaged by the Covid-19 crisis to have the opportunity to consult with a psychologist, psychotherapist or psychiatrist and receive treatment.

Currently, a number of university services are maintained: admission of students by appointment in university libraries and documentation centers and in halls with computer equipment ; sale of takeaway food from the University restaurant ; reception by appointment in administrative services ; access to preventive and medical care and social services, to social events organized by student associations, to laboratories and research units for doctoral students.

Recommendations

Education and health authorities are urging students, especially those aged 21, to limit social contact as much as possible to slow the spread of the virus. They also recommend that families actively monitor the health of students and those with whom they live, especially if they are older or chronically ill.

In addition, they call for strict compliance by all educational communities with protective measures: frequent hand washing with soap, proper use of a face mask, maintaining an interpersonal distance of at least one and a half meters, ventilation of closed rooms, and other recommendations for preventing transmission of the virus.

Consequences of the Closure of Educational Institutions

In terms of the social impact and impact of the COVID-19 pandemic on children, according to the ILO and UNICEF, the COVID-19 pandemic could push millions more children into child labor in developing countries on June 11, 2020 [7].

The closure of schools in response to the COVID-19 pandemic has shed light on numerous issues affecting access to education, as well as broader socio-economic issues. As of March 12, more than 370 million children and youth are out of school due to temporary or indefinite school closures across the country, authorized by governments in an effort to slow the spread of COVID-19. As of March 29, almost 90% of the world's students were affected by school closures.

According to the United Nations International Children's Fund (UNICEF), the COVID-19 pandemic has affected more than 91% of students worldwide, with about 1.6 billion children and adolescents unable to attend physical schools due to temporary closures and lockdowns. Even if the closure of schools is temporary, it entails high social and economic costs. The disruptions they cause affect people in all communities, but their consequences are more severe for disadvantaged children and their families, including school breaks, compromised nutrition, problems with child care and, as a result, economic costs for families who are unable to work. According to a study by Economic Dell'Ocse (OECD) [4], school performance is critically dependent on maintaining close relationships with teachers. This is especially true for students from disadvantaged backgrounds, who may not have the parental support needed for independent learning. Working parents are more likely to miss work when schools close to take care of their children, which in many cases leads to lost wages and a negative impact on productivity. Localized school closures put a heavy burden on schools as parents and officials redirect children to open schools.

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THE IMPACT OF THE COVID-19 PANDEMIC ON THE EDUCATION SYSTEM IN DEVELOPING COUNTRIES

Abstract. *The coronavirus is affecting the global education system. Schools, colleges and universities are closed to control the spread of the coronavirus. The closure of the school creates difficulties for students, teachers and parents. Thus, distance learning is a solution for continuing the education system. However, the lack of network infrastructure, computers, and Internet access makes distance learning difficult in developing countries. The purpose of this paper is to study the impact of the COVID-19 pandemic on the education system in developing countries. Therefore, countries are developing strategies for using educational technologies, free online educational resources, free online educational resources, and broadcast learning. During the period of closure of educational institutions, curricula are being developed, teaching and learning strategies are being prepared to combat the post-coronavirus. Educational institutions develop strategies to restore lost learning and return students to school after the opening of schools. The coronavirus is affecting the education system in developing countries. Therefore, developing countries should develop broadcast learning, online learning, and virtual classroom infrastructure.*

Key words: *Coronavirus, developing countries, distance learning, education system, consequences of COVID-19.*

Introduction

Coronavirus (COVID-19) is a pandemic disease affecting the education system of countries with different income levels. The United Nations Educational, Scientific and Cultural Organization (UNESCO) has recognized that the outbreak of the coronavirus pandemic has affected the global education system (UNESCO, 2020).

In the history of mankind, there have been many pandemics that have affected human life, the education system, and economic development in the world. The World Health Organization (WHO) officially announced on March 11, 2020 that the coronavirus (COVID-19) is a pandemic after it swept 114 countries in 3 months and infected more than 118,000 people worldwide.

The first case of COVID-19 was reported by the Wuhan Municipal Health Commission on December 31, 2019. The coronavirus pandemic is spreading rapidly, affecting 213 territories and countries around the world. According to the World Health Organization, by September 17, 2020, there were approximately 30,086,319 cases worldwide, 21,833,645 recoveries, and 945,962 deaths [7].

According to the findings, researchers believe the coronavirus is spreading exponentially, with many countries locked in their education systems and forcing their people into strict quarantine to control the spread of this highly contagious disease. Governments are

focusing on equipping facilities, organizing health facilities and laboratory centers, detecting the virus, training health workers, and raising public awareness. Education has been the foundation of every country's development, so education is the main factor in the development and growth of all countries. The education system has faced a number of challenges, ranging from changes in the curriculum to the closure of the education system due to widespread pandemic diseases.

According to UNESCO, 87% of the world's student population has been affected by the closure of COVID-19 schools. UNESCO is launching the practice of distance learning and reaching students most at risk. According to UNESCO, more than 1.5 billion students in 195 countries are affected by the COVID-19 pandemic [9]. The study found that COVID-19 affects not only the overall economy and our daily lives, but also emotional, mental and physical health, as well as losses in national and international business, poor cash flow in the market, blocking national and international travel; in addition, disruption of cultural and festive events, stress among the population, the closure of hotels, restaurants, religious and entertainment venues.

In many developing countries, the economic shock came first, as governments locked down their economies to reduce infection rates. As a result, developing countries are suffering from a severe economic downturn and the closure of their education and transport systems. Distance learning solutions contain platforms, educational apps, and resources designed to help parents, students, and teachers. Digital learning management systems, massive open online course platforms, and self-directed learning content (UNESCO, 2020).

However, due to the lack of Internet connectivity, information technology, educational materials, and digital technologies, distance learning is difficult for teachers, students, and families in developing countries [8]. Some developing countries offer classes through radio, television, and online platforms. However, the poorest families and students do not have radio, television, or other devices to access resources and learn at home. For example, some developing countries provide the poorest students with resources such as textbooks, radios, equipment and teaching aids.

This study examined and discussed the impact of the coronavirus on the education system, the impact of COVID-19 on children, students, teachers, and parents, recommended decisions about the continuity of the education system during COVID-19, the challenges and opportunities of online learning, and the education system after articles related to the coronavirus.

Teachers, Students and Parents

The COVID-19 pandemic is affecting schools, students, teachers, and parents. The COVID-19 crisis is exacerbating social inequality in schools. Students from better-off families attend schools with better digital infrastructure, and teachers may have higher levels of digital skills. Some schools may be well equipped with digital technologies and educational resources. Disadvantaged students attend schools with lower ICT infrastructure and educational resources. After COVID-19, more successful students attend schools to take online training. Schools in disadvantaged rural areas do not have the appropriate digital infrastructure needed for distance learning. In addition, there is a significant difference between private and public schools in technology and educational resources. In most countries, private schools are more efficient than public schools. Students do not have equal access to digital technologies and educational materials. The study found that during school closings, the level of anxiety, depressive disorders and stress among students is high.

Distance learning is a solution for continuing education, but it is difficult in developing countries, as many parents did not attend school themselves, and the necessary information and communication technology (ICT) infrastructure, computers, radio and television to provide distance learning are not available. Access to computers and access to the Internet is the basis for successful distance learning. This is not guaranteed for all students in developing countries. In addition, staff and teachers should be familiar with online learning platforms. Teachers are struggling with problems in the field of technology and lack of infrastructure. Some private

schools and universities may not pay their staff salaries, and some schools may pay half of the salary. COVID-19 affects poor families, as many students do not have access to equipment at home. The closure of the physical school and the introduction of distance learning lead to the student spending less time on learning, stress, and lack of learning motivation.

The System of Continuous Education during COVID-19

UNICEF said that in the event of school, college and university closures, continued access to quality education must be maintained. This may include using distance learning strategies, assigning reading and home learning exercises, teaching with students, and developing advanced educational strategies.

The pandemic has forced the entire education system around the world to switch to distance learning, as the pandemic pushes face-to-face learning to online learning. For example, academic content on radio or television, the appointment of teachers to conduct remote monitoring, in most developed countries, courses and exams are conducted online using various applications and social networks.

This situation makes it possible to create a network infrastructure and scale Internet access in urban and rural areas. Students start their studies at home and stay at home as long as possible to maintain physical distance and preserve themselves. Some countries had an online learning system before COVID-19, but traditional face-to-face training was still in place. Now online training will be the first option. In many countries, progress in teaching and learning is achieved through distance learning, digital learning management systems, such as teams and zoom, massive open online course platforms such as Google Classroom and Telegram; independent learning content, such as Khan Academy [1]. The COVID-19 pandemic does not have a clear study of when the virus will be controlled, but there are signs that it will continue for two years, and the virus will re-emerge and challenge the world.

Thus, countries should plan different strategies to ensure the continuity of the education system through distance learning. In this regard, the country is developing a strategy for scaling up educational technologies during pandemics, creating zero-rated educational resources on the Internet, universal service funds and connecting schools to the Internet, preparing online educational resources, using free online educational resources, mobile educational practices, educational practices on radio and television, and developing ICT infrastructure. Then identify the challenges and opportunities of each distance learning experience for children, students, teachers, and families. This helps identify and track online learning bottlenecks and learning challenges. Countries should make large-scale use of educational technologies and build ICT infrastructure [3]. In addition, countries allow students to access educational sites and applications for free, since the resources have a zero rating, in other words, when a student gets access to educational sites and applications, there is no data transfer fee.

Using universal service tools to expand Internet access for students, teachers, and society. But the pandemic is affecting the availability of education funding. Thus, Governments should develop policies and strategies for funding education to minimize their impact. Parents should keep an eye on their children and avoid bad practices in mobile learning. Use a radio and television approach to learning, especially where students cannot access other technologies at home. Create an ICT infrastructure and educational technologies to reach students in rural and most difficult areas. Use virtual classrooms to promote student progress and academic achievement. This will help you find out what works and what doesn't when it comes to a virtual classroom. The virtual classroom provides real-time interaction between nursing teachers and students.

Education in Developed and Developing Countries during COVID-19

The COVID-19 pandemic has challenged the educational community. The authors in [5] discussed and analyzed intra-period responses of higher education in 20 countries. They decided that in order to implement the strategy of social distancing in higher education institutions, a rapid restructuring of the curriculum for full-fledged online learning is necessary.

It is stated that due to the closure of schools, students, teachers and parents face various difficulties in India. So online learning is the best solution, feasible and appropriate, but it challenges poor parents and students.

According to UNESCO reports, the COVID-19 pandemic has disrupted day classes for at least 9 out of 10 students worldwide. Worldwide, 195 countries have closed all their schools, affecting more than 1.5 billion students from preschool to higher education. Globally, 50% (826 million) and 43% (706 million) of students do not have a computer or Internet access at home, respectively. In addition, about 56 million students are unable to use mobile phones because they are not covered by mobile networks. In sub-Saharan Africa, about 89% (216 million), 82% (199 million), and 11% (26 million) of students do not have a computer, home Internet access, or mobile network coverage, respectively. In addition, some 56 million students live in sub-Saharan Africa that are not served by mobile networks. In addition, the pandemic highlights the need to increase the number of ICT-trained teachers. In developing countries, there is only 1 trained teacher per 56 primary school students [6]; this is 1 trained teacher per 60 students. This calls into question the preservation of the education system during the COVID-19 pandemic in developing countries. Governments of countries with different income levels use different distance learning methods to continue their education during school closures.

About 90% of high-income countries receive online training, and 20% use a combination of broadcast and online training. In upper-middle-income countries, more than 70% provide a mix of broadcasting and online learning. In addition, about 66% of lower-middle-income countries provide broadcasting and/or online training. In low-income countries, less than 25% of students receive their education through television and radio. For example, in Europe, Central Asia, East Asia, the Pacific, the Caribbean, and Latin America, most countries provide distance learning through face-to-face online learning and a combination of broadcast and online learning to educate rural students. In North and Middle East Africa, about 28% of countries provide only radio and television training, less than 40% provide only online training, and 22% provide a combination of broadcast and online training.

In South Asia, 40% of countries provide broadcast education, and 50% provide a combination of broadcast and online education. In sub-Saharan Africa, 11% of countries provide only online training, and 23% of countries provide a combination of broadcast and online training [2]. However, low-and middle-income countries that offer broadcast and online education do not reach the majority of students [6].

Governments should provide teacher training in technology education during the COVID-19 crisis. In South Asia, 50% of countries provide training and guidance for teachers. In Europe, Central Asia, North and Middle East Africa, more than 50%, the Caribbean and Latin America 48% and 40% in the Pacific and East Asia provide training for their teachers. But sub-Saharan Africa does not provide training for its teachers (Vegas, 2020). Finally, the report states that the pandemic will have a very large impact on the global education system. In particular, the education system in low-income countries will be most negatively affected and less able to provide distance learning and teacher training [6].

Conclusion

COVID-19 is a pandemic disease caused by a virus that affects the education system of both developing and developed countries. Education is the foundation of every country's development. In the world, most schools, colleges and universities are closed to control the spread of COVID-19. The closure of the school creates difficulties for students, families and teachers. Thus, distance learning is a solution for continuing the education system. However, distance learning is a difficult task in developing countries, as many parents did not attend school themselves, did not have an ICT infrastructure, computers, radio and television.

Poor and digitally illiterate families with lower levels of education children and with low motivation to learn suffer more in this situation, and this increases inequality. Students in most rural areas may be forced to provide for their families, engage in cattle breeding and

agriculture. In addition, female students from low-income families and rural areas may be at higher risk of sexual violence, forced labor, and early marriage. The COVID-19 pandemic has forced all educational schools around the world to switch to online education. Thus, governments need to scale network infrastructure and Internet connectivity in urban and rural areas.

Countries should develop strategies to scale up educational technologies, create zero-rated online educational resources, develop digital learning and learning resources using free online learning resources, use mobile learning, use radio and television learning, and develop ICT infrastructure. During the shutdown, researchers, curriculum developers, educators, and educational institutions work together to transform the education system. Schools and universities must develop curricula, prepare strategies and teaching methods for post-COVID-19, and transform the education system itself. In the wake of COVID-19, schools and universities are developing strategies and methods to restore lost body parts, ensure children return to school after schools open, and expand online learning infrastructure. The COVID-19 pandemic is having an impact on the education system of developing countries. Therefore, developing countries should expand the infrastructure of online education and training.

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THE ROLE OF ENGLISH IN ESPORTS

Abstract. *The article examines the fact that English is an integral part of esports. Knowledge of English is an important aspect that ensures communication and interaction of players in the international esports arena.*

Key words: *esports, games, teammates, opponents, English.*

Today esports is the most promising and rapidly growing sport. In 2020, the audience of esports competitions reached half a billion viewers. Esports has already become twice as popular as Formula 1. The presence of such a large number of viewers means that people all over the world are interested in this sport [1].

In esports, the main aspect of winning is communication with teammates. Most players prefer to conduct dialogues in English, as English is considered to be the most popular language in the world. It is spoken by 1.8 billion people.

In a number of countries, English is used as the official language: Canada, India, Ireland, New Zealand, and the Philippines.

In other countries, English is spoken by the majority of residents, although it is not legally fixed: for example, in the United States or in Australia, English does not have an official status.

And in dozens of other countries around the world, English is widely spoken and competes with other languages: in Pakistan, Nigeria, Kenya, Uganda, Barbados, Malta, Jamaica [2].

Esports is already so developed that teams can buy players for millions of dollars, just like in football, though for smaller amounts.

There are fewer and fewer national teams these days, but there are some.

Even for them, an important criterion when buying a player is his knowledge not so much of the team's native language, but of English, for communication with the team, as well as for this player to be able to communicate with opponents, fans, thereby bringing his word to the masses, increasing the popularity of his team.

One of the main duties of the player is to transmit information to an ally. Everything must be communicated clearly and quickly so that the ally can react immediately. Therefore, esports players often began to twist and shorten words from the English language. For example, in 2017, the word «ofc» began to appear frequently in the vast gaming community, some players could not understand what this designation meant, because of this, many unpleasant situations and misunderstandings occurred. The term «ofc» is an English-language abbreviation of the expression «of course». The Russian-language equivalent of «ofc» is also popular. It is

constantly used by representatives of the younger generation. And there are many more such terms in esports, here are a few more:

1. afk (away from keyboard);
2. ty (thank you);
3. rofl (rolling on the floor laughing);
4. gl (good luck) – good communication style;
5. hf (have fun);
6. gg (good game) – also a good manner, showing respect for the opponent;
7. np (no problem);
8. btw (by the way);
9. gimme (give me);
10. u2 (you too).

And this is just a small part. In fact, there are so many of them that it is already considered esports slang. There are even special dictionaries on the Internet that contain all the abbreviated words. Every player of a professional esports team must know them. It is also worth noting that on absolutely all official broadcasts, commentators can use this slang [3].

Speaking about broadcasts, we can highlight the fact that in almost all popular esports games, English-language broadcasts always make up more than half of all the proposed ones, with the exception of League of Legends (45.3% – English, 1% – Russian, 53.7% – other languages), this is due to the fact that this game is very popular in Asia, so the predominant language in this game is Chinese. It is worth noting that the Chinese professional players have a rather poor command of English, some themselves admitted this. Also English-language broadcasts do not exceed more than half of the Dota 2 game offers (47.2% – English, 42.6% – Russian, 10.2% – other languages). The fact is that Dota 2 has received great recognition in the CIS countries, as previously, almost all tournaments in this game were won by teams from the CIS. In the rest of the game broadcasts, leading by the number of players, English-language broadcasts are leading by a large margin: PUBG-55.2%; Overwatch-85.6%; Fortnite – 88.6%; Counter Strike: Global Offensive-68%; Rainbow Six: Siege-62.8%; Hearthstone – 58.2% [4].

Summing up, we can say that English plays an important role in the esports world, helping millions of players to communicate with each other, opening up many different opportunities and bringing them together as gamers.

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WHAT IMPACT DOES ENGLISH HAVE ON COMMUNICATION IN BUSINESS WORLD?

Abstract. *The presented article dwells on the role and significance of the English language in business communication. In this paper English is regarded as a way that can greatly affect the success of business. In global economy business environment might be challenging. And if you want to run your company effectively, you should master English communication skills. That is why English is considered as a major language in working world. Factors and reasons, why English is such an important language in doing business, are expanded on in this paper. It once again proves that English skills seem efficient and valuable in different professional fields. Furthermore, the article covers common communication barriers, which might be ineffective and cause misunderstandings. This paper includes a questionnaire and a case to underline the importance of the issue.*

Key words: *language communication, the global economy, multinational corporations, lingua franca, the language of the Internet, English barriers, international business.*

In present-day world globalisation exerts influence on almost all spheres of public life, such as the economy, politics, social sphere, culture, ecology and even lifestyle. The process of globalisation has a particularly strong impact on the world economy. It's scientists' considered opinion that one of the key processes in the world economy is progressive globalisation, which is a qualitatively new stage in development of international business. The globalisation of the global economy is changing the world space increasingly, turning it into something unified, where the distribution of goods and informational sharing are accessible to all. And, as a result, the growth in the number of multinational corporations is posed by the international business development. Consequently, knowledge of languages, especially English, is becoming more and more popular. People believe that the English language is the passport to the future. Besides, now English plays a significant role in multilingual business communication.

This article will look at some of the main reasons why English is such an important language in the business environment. We will consider each one in more detail.

1. **Lingua Franca.** It has become accepted that English is the universal language of the world. With regard to professional activities, it should be noted that the most widely spoken language in business world is English. As well, the English language is one of the most important aspects in business communication. And a great number of people working in business world agree that the lingua franca of international business is English. According to different researches, there is a statement that English is a necessity for all employees in order to be able to communicate effectively. The managers stated that the ability to be understood and have communicative skills is essential [1].

2. Global business speaks English. English is considered one of the most popular languages in the world. And most companies and successful businessmen tend to operate in English at an appropriate level, which facilitates negotiation and communication with their clients and partners.

3. Improves your competence. In a huge number of businesses, speaking English is a non-negotiable prerequisite and it is accepted as an extremely desirable skill. Knowledge of English and ability to understand, read, speak English always give the candidate an advantage over others. [2]

In many industries today, knowledge of English is presented as a synonym with professional development and career growth. Nevertheless, the corporate language in business communication may turn into a serious issue. English might be bad for business.

A huge number of capable and hardworking employees are seriously perplexed that they are beginning to lose their worth in a workplace without knowing English.

Working in multinational companies also requires the ability to use the language in practice. It is quite common that workers are not able to overcome the speaking barrier because of the fact that they are nonnative speakers and the possibility of being mistaken prevails in their mind. It means that employees cannot perform their basic functions, such as communicating with customers, investors and partners, which negatively affects the work of the company at all.

Besides, there is another aspect that can hinder business development. Choosing English as the only language of communication in the company may lead to misunderstandings with the target audience and customers who do not speak this language. In such a situation, English itself becomes a barrier that slows down the process of business communication.

Taking it all into consideration we are able to conclude that language barriers are one of the problems that can lead to collapse of business development and it is necessary to find ways to deal with these issues in order to ensure the company's stable growth.

This article also expands on a research (a questionnaire). The information was gathered from employees and management. Our participants took part in individual interviews. A phone questionnaire was performed to gather data. They were asked what they think of the value of English in doing business. The results of the questionnaire can be seen below.

Findings:

- The management and employees fully agree that the English language skills are highly required for job recruitment and advancement. In their opinion, such language proficiency seems to play an important role in businesses.
- The individual interviews show that interpersonal communication between employers and employees is based on the English language. Even if they are of different nationalities and they speak different native languages, it is still easier for them to communicate in English.
- Some employees with a fair level of English proficiency complain that it is difficult for them to follow the instructions of employers, because they cannot always understand everything correctly. Misunderstandings cause problems.

The participants of our interview came to the conclusion that English is an important aspect in business activities. Without knowledge of the language, it is difficult to communicate not only between employees, but also between employees and their clients.

The following case overviewed in this article is an evidence of value of the English language:

Rakuten is a Japanese company with a multi-billion-dollar turnover; its founder Mikitani announced his intention to make English the language of communication in the company instead of Japanese. In a short time, the menus in the cafeteria and the sign in the elevator were translated into English, and employees were obliged to demonstrate their knowledge of the language within two years, otherwise they would be demoted or even fired.

This news was immediately spread in the media. The situation was even commented on by Honda CEO Takanobu Ito: «For a Japanese company, it is stupid to use English only in Japan, when mostly Japanese people work».

However, Mikitani was confident in his actions and now he owns a powerful organisation. Half of the employees of the company are not Japanese, they do not even speak it. Japanese employees of Rakuten now speak English and a quarter uses it regularly for conversations with colleagues from foreign subsidiaries.

This is a great example of how English can take the business to the international level, thereby gaining more customers and increasing income.

Overall, it might be said that the English language is a key for effective workplace communication. It can give you an opportunity to set on a better career path. The lack of the English skills can negatively influence on the job performance. Language has a huge impact on the modern business sphere, that is why it is necessary to pay due attention to the study.

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THE FOREIGN LANGUAGE: REASONS FOR LEARNING FOREIGN LANGUAGES TO ACHIEVE SUCCESS IN DIVERSE AREAS

Abstract. *The article tells us about the reasons for learning foreign languages and how it can bring people to success in different areas of their lives. Moreover, it describes the most common language in the world, who and where uses it. The author considers the advantages and disadvantages of learning new languages. There are some tips offered for learning another language. Also, there is a proposal to invent an application for learning new languages.*

Key words: *foreign languages, diverse areas, development, knowledge, professional communication, tips for learning languages.*

Significance of foreign languages in the modern world tends to develop. Everything is evolving at a fast speed. In addition to the fact that new stuff, devices, equipment, clothes, vehicles are invented every single day there is also some new knowledge in diverse areas. Furthermore, new medicine, vaccines are created, new discoveries are investigated, such fields as economics, politics, social and spiritual spheres are developed. In order to keep up with these developments, to live and understand the surrounding reality, you need to study something new constantly. Knowledge of foreign languages can help you to adapt to new things better.

As for me, the main reason why learning a foreign language is considered the way to success is that people all over the world can share their opinions easily and get feedback or contact for other purposes in various areas by using foreign languages. For instance, to tell people about new inventions or discoveries, scientists as usual use foreign languages. In politics authorities have to know foreign languages to conduct some negotiations and make deals with representatives from different countries. In the economic sphere in order to deal with business abroad, cooperation with foreign companies employees and even founders of organizations are considered to learn the second or the third language to expand their sales market, purchase some products and open branches all over the world.

Besides that, the social sphere is developing too. Nowadays folk makes acquaintances all over the world, someone keeps in touch with people from various countries and many people marry foreigners. In general, males or females find each other on the internet and if they have known the language of the interlocutor, he or she can make a new friendship easily. Besides it, now almost all social networks are in foreign languages basically in English. Consequently, you need to know this language in order to use such websites.

Moreover, learning foreign languages can help you in education. In our modern world a lot of informative and impressive lectures, seminars or podcasts are held in different languages. You can listen to them online, for example, on YouTube or attend them personally. If you know some foreign languages, you can get high quality education abroad and improve your skills in different areas. So, a lot of students wish they would learn a second language to enroll in a foreign university [1]. Today many careers and jobs also require knowledge of a second or even third language. Actually, between two equally qualified employees the employer will choose the one, who has the knowledge of a foreign language.

People also learn languages to watch movies, read books and listen to music using authentic sources. For example, some people study English to enjoy Shakespeare's poems and some people learn Italian to watch «Malena» by Giuseppe Tornatore. In addition, the knowledge of foreign languages can help you during the journey to understand another culture better, to communicate with natives professionally and to make your travel more enjoyable. Everyone has his or her own purpose for learning a foreign language and knowledge of a second language brings success in all areas.

In the modern world it is not enough to be fascinating in communication. For example, if you talk about something with enthusiasm, know how to build some sentences correctly and make up your thoughts, you can have a small talk or a professional conversation with your interlocutor. Therefore, people who want to reach some of their goals, should also be aware of the language your partner speaks and uses it. As a rule, there are several international languages, which almost all people should know.

Now I would like to talk to you about the most international languages. English occupies the first position. Almost 1 132 billion speakers use it in total. The next most popular languages are Chinese, Hindi, Spanish and French. The Russian language ranks eight. So, English is an official language of 67 countries. 80 percent of information around the world is in English. The vocabulary of the English language is the biggest one. Almost all computers store information in English. As you know, most students prefer learning English as it is

considered to be the most popular, widespread and international language all over the world. This is due to the fact that there were a lot of English colonies in the past. In addition, today there are also many English-speaking countries such as Australia, Canada, New Zealand, England, some part of Africa, The USA and etc. Consequently, there are a lot of countries, where English is the official language. For the overwhelming majority of the population English is a mother tongue.

There are some advantages and disadvantages of learning foreign languages. So, I can prove this. On the one hand foreign languages are vital in everyday life, on the other hand you may not use the knowledge of another language as now everything is becoming adapted to your own language. One of the benefits is that professional communication in foreign languages is necessary for diplomacy, international business, it aids global understanding and so on. They say that learning foreign languages develops human brains. Making difficult decisions using another language helps to think more adequately and effectively. This is because a foreign language is perceived less emotionally than the mother tongue [2]. As a rule, smart people are usually bilingual, they have a developed memory and they are capable of self-controlling. The interesting fact is that bilingualism delays the development of dementia and Alzheimer's. The disadvantage of learning foreign languages is that it takes a lot of time and knowledge of it may not be needed.

I would like to give some tips to people who want to learn a new language or improve their skills in it. First of all, as far as I know, it is useful to read books, comics, magazines, newspapers, watch films, movies and cartoons in the original language. It helps not only understand the sense more correctly, but also find some new words, phrases or idioms in another language, which you didn't know before. Moreover, I would recommend you to read scientific articles as you can develop your visual memory and expand, replenish your vocabulary. Besides it, in my opinion, humans should read literature, which they are interested in. For instance, if someone wonders about art, he can watch some videos on YouTube, listen to postcards about painters, sculptures, learn about craft history, leaf through fashion magazines and read about how various paintings were created. Furthermore, listening to some songs in a language, which you learn, also can contribute to improve your achievements. I would advise people to listen to their beloved genre or songs in another language. Firstly, you can enjoy it, such music will give you pleasure and secondly, you can learn a new language. If you prefer rap, rock or vocal songs, you can listen to their covers.

Moreover, it is not enough to gather knowledge of a new language, people should also practice their speech. You should understand the speaker and be able to answer him, even have a small talk. When people are hired on jobs, employers always consider not only their professional level of language, but also their speaking skills in it. In professional areas there are always employers who require the knowledge of foreign languages. A person who has a professional knowledge of a foreign language must be able to both socialize in the society and combine this with his cultural knowledge. Specialists must be professional tutors and qualified translators [3].

While learning a foreign language, it is also important to think in it. Thinking develops your imagination and improves your memory in another language. Also, communication with native speakers will help you to improve your knowledge. Furthermore, if people want to have professional communication in other languages, they should study grammar as without the knowledge how sentences can be constructed, it is impossible to start a conversation or write a text. They could learn it with the help of tutors, who can help students to immerse into the language better and gather great information [4] or figure out grammar by themselves thanks to various manuals and textbooks.

In our modern world most people prefer phone apps for learning languages to real tutorials and vocabularies. So, they are objectively easy to use as you can take advantage of them everywhere. There are some board games for the bilingual members of the whole family or friends for learning foreign languages, which help during the education.

I would like to propose to create a new development for learning foreign languages. It is necessary to create a special app with a robot-bot who can communicate with you using different languages. He must define your level of language by himself and start a conversation asking some questions and answering yours. Moreover, during this if you made some mistakes in your speech, the robot would inform you about them. I think such apps are great for improving speaking skills when you are learning a new language.

Consequently, to sum up, I would like to say that if you gradually learn a foreign language using the methods, which I mentioned above, you will be able to achieve success in any field. Knowledge of a foreign language in the modern world is a necessary condition for a normal existence.

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INDIVIDUAL SUCCESS IN LEARNING ENGLISH AS A WAY TO THE SUCCESS OF AN ENTIRE NATION

Abstract. *Each person learning another language achieves his goals, thereby making some contribution to the development of the whole society. The number of people studying foreign languages is constantly increasing, which leads to the improvement of various spheres of society as a whole. There are many ways to improve the level of a foreign language. High-quality English for business and professional purposes is in great demand, and modern computer technologies are being developed in order to facilitate the process of language acquisition.*

Key words: *professional communication, knowledge of foreign languages, success in language acquisition, national and global potential, narrow targeted spheres, business communication, modern computer technologies.*

The concept of foreign languages implies huge structures of completely diverse cultures, which live up to their own potential in different ways. Consequently, for a more successful

development of civilization, public organizations of all countries must properly interact with people of other nationalities. Moreover, foreign languages in modern society are expanding their importance related to making various decisions of a global character. Therefore, the principal aim of this article is to prove that people, learning new languages, can attain professional improvement in world communication while achieving their personal purposes. The author is going to look at the languages which are most widely used nowadays and to share his own experience in learning a new language, which can turn out to be very helpful for the people aimed at achieving success by means of knowing several languages. Another task is to show that professional communication between countries is really significant and prove it by making reference to statistics supporting this point of view and describing trends in the development of English as the international language of global communication. One of the practical aims is to introduce new elements of foreign language knowledge and to come out with computer-based programme for training in the area of professional communication.

Deep analysis of the theme shows that for each person success has a completely different meaning, therefore, people, studying a foreign language, have their own path to implementing their dreams. Although everyone pursues his own goal in language acquisition, the general significance of foreign languages for all the people is much wider and manifests itself in professional communication, which implies creative mastery of different ways and means of language learning. There are a lot of areas where the use of foreign languages contributes to the improvement of both an individually important goal and global potential. Someone aspires to get a job in an international company to gain cross-cultural experience in his professional activities and increase his own income. This trend, in its turn, increases the number of employees in the international industry and improves interaction between multinational organizations.

People study foreign languages to expand their knowledge in the situation of plunging into the mentality of another country, learning the culture of different states, the uniqueness of their traditions and spiritual values. This informational knowledge of the ethical side of people of other nationalities helps to establish awareness of the equality of all nationalities and eliminate misunderstandings in the social sphere, which significantly increase the possibility of mutual assistance between states in various areas. People from different countries speaking various languages study one internationally accepted language to combine their knowledge in a wide number of areas creating something new for society at the same time. This means that by understanding each other's language, people can exchange useful information, make discoveries and achievements that can be further applied in other countries to improve the general welfare of the people. When creating a new medicine or vaccine, for example, people from different countries share their research results and production developments in order to improve the structure and efficiency of their joint product. Physicists, chemists, pharmacists and specialists in other areas of science cooperate trying to multiply their skills and discoveries for obtaining relevant and reliable knowledge. This exchange of information in the course of professional communication between representatives of different states is carried out when people know the language of another country or the language of international communication, which helps to expand the boundaries of cooperation in a definite sphere.

As we have already found out, each person pursues his own goal in learning English to achieve success in a certain area. Some people strive to travel around all the continents, while visiting unusually beautiful and mysteriously fabulous places. Consequently, tourists learn foreign languages to navigate the routes and understand the local population while travelling. A lot of people want to become famous personalities, so they mainly try to promote themselves internationally to get more audience sympathy around the world and need English for that purpose. Therefore, they have to use correct grammar structures and appropriate vocabulary to be able to get the message through.

There is certain difference between being listened to and being heard, but people are usually aimed at both [3]. Someone wants to see his idol or be close to him and learns another

language to fulfil the desire and get a job in a company that collaborates with celebrities. A great number of people dream of working in the country with the best possibilities for self-development and career opportunities. A considerable number of students are attracted by a chance of studying abroad, getting education in a foreign country, finding new acquaintances there and carrying out their activities for the benefit of the chosen country. This aim requires a very high level of language knowledge especially if you want to win a grant to study in another country or pass exams at a university you have chosen well enough to get a diploma. All these trends make a contribution to solving demographic problems around the world.

Some entrepreneurs learn English to do business internationally on a wide scale. Starting such a business requires designing the organization's website in English to increase the efficiency of the goods and services sold. Besides, it is necessary to expand the enterprise by means of creating various branches in other countries, which help the business to enter new markets, provide more sales and increase the company's profits. Every company in the modern world uses a website to sell products. An online marketplace is a website, where suppliers and potential customers can come together like on a real marketplace in a small town [2]. All that does not only require the knowledge of English, but a very high level of English which is used for business and professional purposes. The principal conclusion to be made is that the influence of every person learning another language on society is enormous. The cultural directions of different countries develop, and there are effective improvements in the economic sphere in a global sense.

Most people all over the world speak a language usually referred to as mother tongue which is not known to other people. Therefore, if you want to be involved in different global processes or joint activities implemented by people of various nationalities, you have to be informed about the recent developments in this or that area, possess a certain scope of professional knowledge and be able to understand other people working in this field. The practical task of choosing a common language for business and professional communication which can be easily used by the population of the world has been successfully solved. English has been chosen as the most widely geographically spread language, as the dominant language in various professional spheres and the language which is quite suitable for acquisition from the linguistic point of view. Once English has been adopted as the internationally accepted language of global communication contacts, and interactions between people of different nationalities are carried out in this very language.

In the modern world, there are many ways of learning foreign languages. Some people are sure that the main ones are watching films and TV serials, reading books in another language, studying grammar textbooks and practicing communicating with native speakers. Although these methods are effective, everyone who wants to start learning a new language or improve his verbal skills is aware of them. But there are completely new and effective ways of increasing language knowledge. You need to decide upon a professional area you seem to be attracted by, select the material you are really interested in and to rely on your ability to concentrate on this or that activity. For instance, a person interested in fashion will better remember a topic related to the history of a famous brand or the biography of a popular model. This idea does not require any radical change in the approach to language learning, but it can bring about good results by adding interest as the main criterion of material selection.

Besides, you can try blogging on the internet in English, providing yourself with practice in communicating with a large audience both orally and in writing. Moreover, it will significantly increase the number of subscribers which will ensure interaction with international companies offering advertising integrations and this, in turn, will provide experience in professional communication by means of a foreign language. Therefore, it might be reasonable to have a version of settings in our phones given in English, which would be useful for the people learning this language. Another useful option is being able to download special programmes for language acquisition which could be switched on any time you have got a couple of minutes waiting for something. The possibility to improve your grammar and enlarge your vocabulary no matter where you are seems very attractive.

In addition to all this, attending international conferences and debates or participating in such events are very good for developing public speaking skills, increasing your vocabulary and giving you more confidence in your foreign language competency. Moreover, it is useful to watch different news channels broadcasting in English not only in order to be aware of all the events, but for the sake of listening to native speakers and absorbing their pronunciation and intonation patterns. Furthermore, you can analyse various articles on political, economic, and social issues to train the grammar and the vocabulary of a text for special purposes published by foreign authors. Sometimes, it is even useful to translate all kinds of inscriptions written in a foreign language which are to be found everywhere, for example on T-shirts, medicines, food packaging or instructions for installing and using various technical devices. It is also to be noted that writing is a good method of developing language skills. The ability to record ideas, memories, legends and stories is one of the core skills of civilization. We are now beginning to realize that writing was invented for economic purposes, to coordinate an increasingly complex communication system [5].

The appearance of computer technologies and computer science as a separate branch of knowledge made a great contribution to the fast spread of English all over the world. The terminology of computer science, computer technologies descriptions, instructions for devices and software navigation are all in English.

So, the English language is closely related to theoretical knowledge and practical experience, to the principal areas of society development and the system of education in a great number of countries. The fact that English is used for different purposes proves the importance of knowing and applying various methods of foreign language acquisition. Using a wide scope of educational methods and technologies can increase the process of language learning and improve the quality of knowledge. That is how foreign language communicative competency can lead to individual professional success and effective interaction and collaboration of specialists working in different areas all over the world.

Therefore, professional communication between countries in a foreign language ensures sustainable political and economic development of all structures. Consequently, it is important for the entire world community to interact with each other and understand another language to solve global problems. Therefore, through a complex and constantly changing network of economic, social, and moral incentives, modern society does everything possible to develop the economic sphere of the state, using the knowledge of other languages [4].

Analysing statistics, in particular the data released by the Federal State Statistics Service, we can conclude that all the trends referred to above are confirmed. Thus, the number of foreign language learners in Russia is constantly increasing its share in the international market of educational services. There is an annual growth rate in the number of people moving to other countries to study there. More and more qualified specialists interact with enterprises and business structures in other countries, which significantly improves the economic indicators of Russia.

It is noteworthy that the number of subsidiaries of Russian companies abroad is growing rapidly. Overseas assets have recently increased from \$200 billion to \$400 billion [1]. The dynamics of the development of individual branches abroad has a huge impact on improving the growth rates of the entire Russian economy and increasing the budget. Consequently, the contribution of each person increases the indicators of effective promotion of the country's economy.

Individual progress in language acquisition can be achieved by using special programmes for reading professional books. One of such programmes which I managed to create and design allows a person to read any kind of text in a foreign language and facilitate its understanding by supplying the reader with the meanings of unknown words. By clicking on the word the reader will see its translation, a list of synonyms and voiced transcription. The electronic dictionary automatically saves the word and designs a test at the end of each chapter to check the knowledge of the words to be memorized.

In addition to this, I have developed an appliance that automatically translates oral speech into another language, which will greatly facilitate communication between people speaking different languages. A person wearing a small wireless earphone at an international conference can use this invention to instantly hear the translation of the speech. Moreover, the device transmits the text in the speaker's voice.

At present, I am developing a new technical programme that will automatically translate the websites of various companies into any language of the world so that people of any nationality can find the information they need in their native language.

To conclude, it is necessary to emphasise once again that knowledge of a foreign language is needed in almost every sphere of society existence to enable its fast and efficient development. The prospects for the development of language learning are very promising. Each person achieves his own success by learning a foreign language, which, in turn, leads to professional interaction and further development of whole countries. Individual progress in language acquisition largely depends on methodology and methods of teaching, as well as modern computer technologies which can facilitate the learning process and make it less tiresome and more effective.

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CULTURAL KNOWLEDGE OF AN INTERNATIONAL MANAGER

Abstract. *In this article the importance of cultural understanding for international managers is considered. A few specific examples of misunderstandings on the basis of cultural differences are presented to give a reader the idea of possible consequences of the ignorance. A clear link between the managerial success and the cultural awareness is emphasized. Two main culture types are described – low- and high-context cultures.*

Key words: *cultural knowledge, high- and low-context cultures, international manager, cultural differences, communication style.*

International Management is an utterly interesting field because in theory a specialist of it is supposed to deal with many issues concerning cultural differences, features, peculiarities, mentality differences and so on. Logically, it is impossible to manage something without a sufficient understanding of how it works. In the same way it is applicable to international managers that are responsible for big multinational teams, devising corporate strategies for entering a certain market, developing marketing campaigns and so on. The primary goal of this article is to point out the importance of knowing crucial aspects of different cultures and the according mindset of people. Besides, the article strives to demonstrate how the absence of that knowledge might backfire an international manager.

Needless to say, it would be a complete mistake to think that a successful international manager in the twenty-first century only needs to know English and be able to distinguish a Westerner from an Asian. To begin with, it should be noted that the majority of problems with understanding a foreign colleague's behavior stem from the ignorance of the division into high- and low-context cultures. In cultures with low-context communication it is thought to be normal to clearly express one's feelings without concealing anything, to argue when the matter is worth the dispute, to be direct, punctual and, speaking of contracts, to do exactly what is stated there. People belonging to cultures with high-context communication do precisely the opposite – they might agree on one thing, but do another one. It is quite appropriate for them to follow numerous unspoken rules, employ nonverbal communication, rely heavily on feelings and intuition when making decisions, therefore one has to possess background information when communicating with them. What are the countries of these two communication styles? Low-context communication is common among cultures with Western European roots, such as the USA, Australia, the UK, Canada, especially the Western and Northern Europe. High-context cultures are easy to meet in Japan, China, the Middle East, India, South America and so on. This clear distinction relieves a manager from a necessity to memorize certain characteristics of every single culture, while the whole world could be split into low- and high-context cultures.

The first cultural intricacy will be shown on the example of China. No doubt there are numerous cultural features that might give much trouble to an unprepared manager, but only the most outstanding ones will be covered here. The Chinese tend not to say «No» openly. If they do not agree, they might rather ignore the question and try to drop the topic rather than openly saying «no». In practice it may lead to a situation as the following. For example, even though a Chinese might in words fully agree with a proposal stated at a meeting and sign it, actually, he might simply turn a blind eye on the agreements that he thought to be unreasonable but due to his culture hesitated to say something against. Most likely nothing but subsequent misunderstanding will follow, because the Chinese part might do one thing, whereas other actions, according to the contract and negotiations, are expected. The reason for that might be that the Chinese business culture is to a large extent influenced by Confucianism. Harmonious atmosphere and reputation are some of the most important pillars on which the Confucius philosophy system stands. Arguing openly allegedly can spoil one's reputation and put the arguer in a bad light, which is the least wanted thing by the Chinese. Consequently, a Chinese might feel quite embarrassed to refuse something, because it undermines the harmonious ambience and might put him at risk of «losing face». Instead, the Chinese are rather after upholding their reputation and good appearance. So, the point is that they by all means strive to avoid a confrontation in order to keep peace, even if it puts the business at a disadvantage. The rule to learn here is this – in China anything other than «yes» means «no» [1][2].

The above-mentioned issue is not necessarily attributable solely to China, because along with China there is a range of countries that share this high-context communication style. They are, first and foremost, relationship-based and this trait is paramount. People in the Middle East, for example, primarily rely on numerous unspoken rules, social norms and trust. The latter is, overall, one of the most crucial resources that one may possess when doing business. In certain cases it may be more important than some outstanding financial statement. Hence such a phenomenon as nepotism, to some extent, prospers in these cultures. Consider the following

example to better understand the difference between high- and low context cultures in this respect, even though the instance is unreal [3].

A German business representative, being on a business trip, comes to some Arab town by train and gets confused already at the train station, because there are very few signs that could direct him to the exit, taxi stand and so on and the station itself looks like a maze to him. But he is cordially met by an Arab representative offering his help to accompany the German all the way up to a specified location for the negotiations. The Arab partners, having sent the representative, regard this as an act of hospitality, whereas the German is still baffled and resentful at the complexity of the train station, because he is used to seeing many logical signs directing him here and there in his homeland. Nevertheless, the escort heads toward a high-end restaurant for a cup of coffee and unforced conversation. The German, logically, does not understand the point of all that, because he came here to hash out certain business matters, conclude a mutually beneficial deal and leave, and ideally – go about these things quickly, efficiently, because there is always no time to waste. The Arabs already notice his hustling and hurrying, but presume they are merely not hospitable enough. At times they get baffled by his questions whose main message translates as «Let's get down to business instead of drinking coffee and wasting my time». When it finally comes to negotiations over the contract, they do not go as smoothly as the German supposed – the Arabs do not seem to like the idea of thoroughly working out every single point. Instead they propose to write down only certain vague things that will be easy adjusted afterwards, which is completely unreasonable to the German. He wishes to be as exact as possible, stipulate plenty of steps, actions and situations, he requires to see accounting statements so as to once again confirm to himself that the whole idea is viable. The Arabs assume he does not trust them in some respect and consider him impolite and picky, because he so openly and fearlessly denies, disagrees and argues. Understanding as he is, the German finds his colleagues somewhat evasive [4].

This example demonstrates the utter mindset difference between low- and high-context cultures. The Arabian partners, aside from the will to do business and cooperate, wanted to build trust from the beginning, evaluate the German in various respects and all that with one view – to establish solid relationships for the future, which was not that much in the interest of the German. It is also the example of different time perception of the two sides.

Speaking of Germans and low-context cultures in general, it is interesting to notice how easy-going they are when it comes to criticizing. This action itself is seen as wholesome for the sake of personal, team's and consequently, company's development. Should a manager make a mistake – he will inevitably be notified about it and taught a couple of lessons. Surely it depends on a person, but chances that a manager, even if he is criticized before others, will take it bad (unless he was insulted) are a long shot. However, an international manager should be highly attentive to the fact, that in the Eastern cultures public criticizing is regarded undesirable, pointing out one's mistakes, as a rule, is done privately and if not – it might be extremely shameful for the one encountering the criticism. This fact may not be neglected, unless the manager wants to mock an employee with high-context culture roots [4].

That all being said, cultural knowledge plays a crucial role for the success of an international manager. It is paramount to understand the essential difference between low- and high-context cultures, communication styles. The task is simple, to an extent, because all it takes is to be able to correctly split all world nations into these two types. Ignorance, in this case, might lead to pretty unfavorable outcomes, such as misunderstandings, insults and, consequently, worsened relationships.

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ON THE COMPETITION BETWEEN RENEWABLE AND NON-RENEWABLE ENERGY SOURCES

Abstract. *Scientific and technological progress affects the competition between renewable and traditional energy sources. Today energy consumption is growing constantly, so many leading countries that do not have traditional energy sources are switching to renewable energy production. According to the forecast, there will be a transition to renewable energy after 2035. In the article the author discusses whether we will be able to abandon hydrocarbon energy.*

Key words: *fuel and energy complex, hydrocarbon energy, traditional energy sources, non-renewable energy sources, energy consumption.*

In the analytical brochures of the Fuel and Energy Complex, it is very often mentioned about the 4th energy transition, which should come after 2035. This transition implies the abandonment of traditional energy sources in favor of alternative energy.

But will we be able to reduce oil production to a minimum and abandon the non-renewable energy sources?

Many centuries ago, oil was already widely used as fuel. Production was carried out with the help of mines instead of drilling wells. Oil attracted close attention only after it was proved that it was possible to isolate a lighting oil similar to photogen from it. In the XIX century, the technology of production was that during the development of oil fields, fresh water was pumped into the reservoir to increase the oil recovery factor (ORF) in the produced wells. Active oil production resulted in the depletion of oil and gas fields. This led to the fact that the extractive sub-sector of the oil industry began to develop deposits on the continental shelf.

Scientific and technological progress affects the development of various industries by increasing capacity, and, therefore, by increasing the energy needed to start operation.

Over the long history of power industry, many technical means and methods of extracting energy and converting it into the forms people need have accumulated. The higher the consumption, the higher the energy loss. The need for a vigorous search for a long-term solution to the energy problem is becoming increasingly urgent [1].

What is happening to the global economy after the introduction of traditional energy sources?

Energy Minister of Saudi Arabia Abdulaiz bin Salman believes that the energy production sector will surpass the leading producers of renewable energy by 2030.

And the Minister of Energy and Extractive Industries of Colombia, Maria Fernanda Suarez, said that a full-scale rejection of hydrocarbons would not bring anything good to the world economy, but she proposed to introduce measures to reduce hydrocarbon emissions [1].

In the Russian Federation, most of the revenue of the budget system is associated with oil and gas corporations. President of the Russian Federation, Vladimir Vladimirovich Putin, believes that we cannot get off the oil needle, because renewable energy negatively affects wildlife. For example, wind turbines kill birds that are listed in the Red Book. Complete rejection of hydrocarbons is dangerous for the development of civilization. If we switch to the use of renewable energy sources, we will return to the post-industrial period [1].

Today, it is impossible to abandon non-renewable energy sources, as they are used very effectively in various industries.

However, futurologists say that in the next 10 years, all non-renewable energy sources will be replaced by renewable ones, as the percentage of pollution emissions into the environment increases every year.

Many European countries have already switched to alternative energy sources, such as wind power. And what is the difference between oil and wind? First of all, the cost of oil production is much lower than that of the wind, so it is more profitable for the state to use cheaper resources, but the payback of wind farms, for example, in Norway is about 34-36%, and in Russia about 15% [2].

There are other ways to switch to renewable energy sources, such as using nuclear power, but there arises a new environmental problem of accumulating and disposing of nuclear waste.

On the one hand, the use of alternative energy sources is not effective, since not all areas have wind, water and natural resources. For example, in Siberia, it is impossible to live without heating, since the temperature there reaches -70°C . the water freezes, the sun's rays do not generate so much electricity. But, on the other hand, it is effective to use RES in small countries that do not have natural resources.

Today, it is impossible to abandon non-renewable energy sources and use renewable energy sources to their full potential, as a global crisis may begin. However, it is possible to combine the production of traditional and alternative energy. That is, to minimize the production of coal in order to consume the generated energy, for example, from wind farms. This could have a positive impact on the environmental strategy 2030.

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TRANSNATIONAL CORPORATIONS IN THE WORLD ECONOMY. NIKE'S INSPIRATIONAL HISTORY OF SUCCESS

Abstract. *The article sheds light upon the phenomenon of transnational corporations (TNCs) and their structure. Essential characteristics of TNCs are identified. The author runs a check on the history of Nike. The key factors of Nike's success such as innovations, smart marketing and celebrity endorsements are discussed.*

Key words: *transnational corporations, company, marketing, Nike, shoes, advertising, endorsement.*

Transnational corporation (TNC) is an organization consisting of a parent company and its affiliates, whose activity permeates national borders and is organized, integrated and coordinated by the headquarters located in the home country. [1] This phenomenon is quite new though its origins can be found several centuries ago. The first distinct TNC were cartels and syndicates dating back to the late XIX century. Basically, business of such enterprises was built around extracting of raw materials in Asian and African colonies as well as processing them to mother countries. Since then, the number of TNCs has extremely increased. In fact, nowadays there are about 85 thousand parent companies and 850 thousand their affiliates [2]. Moreover, transnational corporations account for two-thirds of world trade. Total financial reserves of TNCs are 5-6 times bigger than those of the world Central Banks. Thus, such companies has been a driving force of the world economic growth [3].

Transnational corporations have their own essential characteristics. According to the Harvard's research, they have:

- More than 6 foreign affiliates;
- Worldwide available shares;
- Multinational top-management;
- Organizational structure focused on large-scale economic activity and effective product realization.

Considering information above, it can be obviously said that transnational corporations play a significant role in the world economy. Furthermore, it is remarkable that a big number of such companies was built by ordinary entrepreneurs with a big dream and global vision. One of the greatest examples of such TNC is the world famous producer of shoes – **Nike**.

Nike's story begins with the story of **Blue Ribbon Sports** back in 1964. Phil Knight was studying in the University of Oregon in Eugene. He ran for the school's track and field team where he'd met his coach – Bill Bowerman. As a coach, Bill was so keen on competition that he was always tinkering with his runners' shoes structure trying to optimize it and make it more comfortable for sportsmen. At that time, athletes had no choice when it came to buying sneakers as Adidas was the only one quality producer of shoes, but they were expensive. Of course, they could buy cheap American sneakers for only 5\$ with post-training ankle's pain attached. Thus, only professionals were able to afford Adidas shoes [5].

After the University of Oregon, Phill Knight went through Stanford MBA's program where he came up with an idea to resell Japan sneakers in US. During that time, the labor there was cheaper than in Germany. Shortly after his graduation, he visited Japan and struck a deal with Onitsuka on behalf of Blue Ribbon Sports (Phil made up the name on his way to Onitsuka's office) to distribute their famous Tiger shoes in the United States. Bill Bowerman, who believed that German shoes could be outdone, supported the venture of his ex-runner, entering into 50-50 ownership of their new company, Blue Ribbon Sports, on Jan. 25, 1964. Phill Knight was literally selling the shoes in the streets out of his van. He quickly realized that such cheap but high-quality alternatives of Adidas and Puma were in great demand in the USA. For some time Phil had ran his business successfully until the conflict with Onitsuka Tiger emerged due to business misunderstanding. Eventually, the companies split up in 1971. After this, Blue Ribbon Sports was fully rebranded as Nike, named after Greek goddess of victory. Rumor has it, Jeff Jonson, Nike's sales manager, saw Nike's name in a dream [4] [5].

Nevertheless, the company needed its own logo. They found a design student at the nearby Portland State University named Carolyn Davis to make some sketches. She made the world famous «swoosh» design which Phil Knight reluctantly settled on, saying: «Well, I don't love it, but maybe it will grow on me». That logo depicts the Greek goddess' wing and means «to whizz by». At that time, Carolyn was paid a total of 35\$. Of course, in 1983 Phil awarded her Nike's 500 shares worth roughly 1\$ million [5].

After its official foundation on May 30, 1971, Nike Inc. continued the success of Blue Ribbon Sports helped by Bowerman's innovative «Waffle sole» design. While having a breakfast in 1975, he thought of improving traction of running shoes to make them more efficient and lightweight. When he saw the grooves in the waffle his wife had made him, he had an inspiration to implement this in shoes' sole. After some failed experiments with an iron and spray, he managed to succeed and turn the iconic «Waffle Trainer» into reality. Needless to say, this shoe was selling to great acclaim and had the first Nike's major success of many to come. Within the next 5 years, the company maintained a strong and steady growth, culminating in its 1980 IPO (Initial Public Offering), which immediately helped Phil Knight to become a millionaire with shares worth approximately \$178 million [5].

Shortly thereafter, Nike released the shoes with a brand new «Air» sole invented by Frank Rudy. He was a NASA aeronautical engineer and he thought that his inventions could be of practical use on the ground. Frank presented his sole technology made from polyurethane substance to Nike and got accepted only at the second presentation attempt (at the beginning, management wasn't interested at all). Fortunately for them, they made the right decision with the new Nike Air Tailwind released in 1979 taking over the whole market. The invention of Air system became an absolute revolution in Nike's history. To this day, Nike has sold millions of different Air shoes like the world-famous Nike Air Max line [4].

Since then, the corporation has only continued to grow. And one of the main reasons for that growth is Nike's phenomenal ad campaigns, especially the 1988 «Just do it» campaign. No one company spends much money on marketing as Nike. It is about \$100 per second on advertising. For example, Nike spent \$3.3 billion on marketing in 2015 while Under Armour did \$3.96 billion in sales that year. Another company's greatest asset has always been its celebrity endorsements. They hit the jackpot by signing Cristiano Ronaldo, Lebron James, Kobe Bryant and Tiger Woods in the early stages of the career when they were no superstars but perspective athletes [5] [7].

But the most lucrative partnership Nike has ever had, both for the company and the sponsor, is Michael Jordan. Nike were lucky to recognize a talent of one of the greatest all-time players before his first season in the NBA in 1984. Despite having never worn a pair of Nike before, Jordan signed up the contract after a meeting with representatives who had promised him \$500,000 per year for 5 years, two Mercedes cars and the ability to customize the shoes by his choice. Before the Nike's domination in the basketball world, there had been the reign of Converse. But new Air Jordan had made much noise before they went on sale. Such interest

was fueled on the account of Jordan's fining for playing in black-red Air Jordan sneakers in the NBA games. At that time, it was not allowed as all players would play in white shoes. League's commissioners fined him \$1000 and prohibited him to play in those shoes. Of course, Nike's experienced marketers were eager to seize this opportunity to promote their product. They had a deal: Nike obliged Jordan to play further in black-red Air Jordan and, for its part, paid all his fines. It proved to be a smash hit for Nike, with Mike quickly rising to super stardom and his shoes line hitting the market with more than \$100 million in sales by the end of 1985. Since then, Air Jordan series has been a cash cow for Nike. Nowadays, Michael Jordan still makes approximately \$100 million a year in royalties alone [4] [5].

Summing it up, it can be obviously said that Nike's success is mostly attributed to its idea behind the product. In our modern competitive world, the idea is what really matters. Besides, the latest Nike's and Phil Knight's slogan has been: «**If you have a body, you're an athlete**». That means that Nike see its target audience in every person in the world [6].

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THE ROLE OF THE FOREIGN LANGUAGE IN PROFESSIONAL COMMUNICATION

Abstract. *The article is devoted to the role and relevation of learning a foreign language not only at the basic level, but also at the business level. Key skills required for a modern highly professional specialist for successful professional communication using a foreign language are presented.*

Key words: *foreign language, English, professional communication, professional activities.*

In the modern world, in the context of globalization, there is a need for the exchange of experience between different countries in various areas of economics, technology, and politics. To overcome the language barrier today, graduates of higher and secondary educational institutions need to know a foreign language both colloquially and professionally in order to meet current standards. The newly made specialists are faced with the task of mastering a foreign language at a practical level, obtaining skills in reading, oral and written speech, as well as in understanding.

Speaking about the functions of the language, it can be noted that in modern society the language acts as:

- intercultural, professional communication;
- a mean of understanding and tolerance among nations;
- a mean of self-development and enrichment of the inner world;
- a means of direct acquaintance with the achievements of foreign literature, culture and technology.

That is why currently learning a foreign language is an integral part of the learning process.

One of the most popular languages for learning is English, which is very justified since it is this language is one of the languages of world importance. English is an international language that is used for communication by a significant number of people around the world.

In the process of learning a language, it should be noted that the modern world requires not only knowledge of basic English, but also of business English, which will subsequently be used in the professional activities of the native speaker. First of all, this need is caused by the globalization of the English language, the expansion of many industries to a foreign level, the increase in imports and exports, as well as the strengthening of international links. In addition, many companies and organizations need to enter the world market.

Currently, many Russian enterprises are gradually switching to recording economic activities with the help of foreign programs. This trend is particularly common among foreign affiliates. In connection with these changes, every year the demand for economic specialists who speak English is growing. However, there is a need for workers with knowledge of English not only in the economic sphere. Such personnel is equally important for technical activities.

First of all, this is due to the development of computer technology and the Internet. The requirements for technicians in technical specialties are constantly growing, they receive a lot of attention from various competent organizations. It becomes clear that in the training of technicians in technical specialties, particular attention must be paid to training in professionally oriented communication.

Cooperation of Russian technical specialists with colleagues requires effective communication in foreign languages. The qualitative exchange of experience in solving global problems of society depends on the level of language training of specialists, their foreign-language professional competence. Therefore, many large international companies seek to hire specialists who can speak more than one foreign language.

At this stage of the development of international relations, proficiency in a foreign language is used for much more quantity of purposes than just a few years ago. Today, large production companies use foreign equipment, in addition, the development of domestic innovative products requires the consolidation of information obtained at various international symposia, conferences that are held exclusively in a foreign language and for the exchange of knowledge and experience with colleagues, employees need knowledge of a foreign language.

Therefore, the criteria and methods for staff selection began to be improved. In the largest consulting and consulting companies, selection can take from two hours up to several days, and some companies resort to the help of outside agents to find employees. The process of hiring becomes more complicated every year, selection can take several stages, from ordinary testing to creative or logical testing. Large consulting companies «Big Four» use five or six-stage personnel selection. For example, «Ernst & Young» offers to go through the following stages:

- tests for analysis of information;
- test in «EY» for knowledge of English;
- psychological tests;
- testing according to accounting fundamentals;
- determination of operating potential (IQ, PiF).

According to official statistics, more than 500 people apply for one position in this company, and knowledge of a foreign language, in this case, English, is one of the main conditions for employment. Since the company has an international level, knowledge of more than one foreign language is also important here.

In many companies, in addition to basic testing in English, it is necessary to pass a creative test, which takes place in English as well. Such a test can take the form of an essay on one of the proposed topics.

In addition to the written test, the modern employer requires an oral interview, which includes a conversation with a native speaker. During such an interview, the subject is tested precisely for knowledge of professional vocabulary and the ability to maintain a conversation in the professional environment of the company.

Thus, the labor market defines a number of requirements for qualified specialists:

- application of competencies obtained during training in production conditions;
- knowledge of the basis of professional activity;
- working in a team;
- determination;
- self-education;
- knowledge of foreign languages.

In connection with these requirements, it became necessary to improve the quality of language education in accordance with new state educational standards. Many scientists and teachers present this as a new round of development in the field of education. Higher education begins to be perceived differently.

In the course of studying a foreign language in order to use it in professional activities, one of the most effective mechanisms for studying is working with texts.

Working with texts of a scientific and professional nature, in order to effectively master the language, it is necessary to fulfill the following conditions:

- take into account the ambiguity of words, as most words in English are polysemic, so the translation of the word and its interpretation are carried out in accordance with the context;
- take into account the methods of word formation, as knowledge of word formation is an effective means of expanding the scientific and professional dictionary. The ability to parse the derived word into a root, suffix, and prefix allows you to determine the meaning of an unknown word;
- consider equivalence, as by comparing the vocabulary of two languages, it is often possible to detect gaps in the semantics of one of them, that is, equivalent units of the language, it is necessary to analyze the word, its environment and reveal the meaning by interpretation;
- use inter-language and intra-language transformations, that is, select synonyms, interpret complex descriptive revolutions, highlight words with key information, rephrase long centers and find lexical reference units for memorization.

For a high-quality and deep understanding of the scientific and technical text, it is expedient to use encyclopedic dictionary. A special type of the encyclopedic dictionary is the industry dictionary containing information concerning only a certain industry. Each branch of science, developing, forms the specific language having definiteness of values for unambiguity of all concepts of this science.

According to the results of studying a foreign language, for its successful application in the field of professional communications, the specialist must be able to:

- own different models of business speech etiquette;

- proficiency in oral dialogic and monological speech;
- to know the main features of the scientific and technical translation;
- to know complex grammatical structures necessary for a more accurate translation and understanding of texts of a scientific and professional nature;
- be able to conduct a conversation, including online, about professional activities, plans, and scientific projects in a professional career;
- to possess a terminological vocabulary, idioms within the sphere of professional and business communication;
- be able to compile summaries;
- annotate the texts, articles, and other materials studied in the context of scientific and professional communication;
- be able to write and send e-mails based on speech and business etiquette.

To sum up everything that has been stated, the use of a foreign language by a specialist of higher qualifications can be aimed at solving a wide variety of professional problems. Improving the professional competence of a specialist in foreign languages is a multifaceted process that affects the development of personal and professional qualities, increases the educational level, and broadens the specialist's outlook, stimulating the self-development and self-enrichment of the person through entering the world of a different language and culture.

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ONLINE TRADING DEVELOPMENT STRATEGY: BRIEF OUTLOOK

Abstract. *The article explains the relevance of online trading, organizational and legal aspects of business, the main development strategy and position on the prospects of the industry.*

Key words: *trade, sole proprietor, income, taxes, reselling, Wildberries, diversification, delegation, subordinates.*

The market economy in Russia began its formation after the collapse of the Soviet Union in 1991. 30 years later, we have a broad range of new industries, but along with new ones, seemingly old conservative trends such as banks, manufacturing and trade have remained and developed. I want to devote my article to trade. I will consider the commodity business through online stores (marketplaces) from the point of view of its organization and development on the example of organizational legal form – a sole proprietor on a simplified taxation system.

Firstly, an entrepreneur needs to define a tax regime. Our country provides two of the most popular simplified taxation systems: the first one is when you pay 6% of all income received, while the other method is based on calculating your profits and is subject to 15 percent. It is called «income minus expenses». Only you decide in what mode to consist, but it is better to listen to tax specialists. RBC experts believe that the first method is most suitable for businesses with high margin and profitability. Moreover, these simple accounting rules are suitable for beginners while the second one is an interesting option for owners of a more complex and specific business. The commodity business exists due to the surplus of margins on goods and services that were not usually produced by it, followed by the lack of significant costs for the purchase of raw materials. So, the best solution for merchants is the 6% simplified tax system [1] [2].

BKR International recognized the Federal Tax Service as one of the most effective in the world at the end of 2019. Summing it up, we want to give advice: pay taxes regularly and you will be independent as big taxes are an indicator of healthy and strong business [3].

Secondly, an entrepreneur must build a strategy and move from words to actions. These actions are:

- Searching for a vendor. These can be wholesale stores, factories and enterprises both on the Russian market and abroad. In order to sign a contract for the supply of goods, you need to negotiate with representatives of a potential counterparty. The key questions will be: Can I resell your goods? Does your product have certification? What loyalty program do you build towards entrepreneurs? If you deal with producers from another country, don't forget about cultural differences and rules of conduct during negotiations. Make an informative business card and study your partner's business card. If you reach the consent of the parties, you will be able to sign the agreement and start a cooperation in the near future.
- Searching for a sales market. Did you get the product, but have no idea where to sell it? Look for marketplaces that are ready to work with you. There is a broad range of such Internet sites in Russia: Wildberries, Ozon, Yandex Market, Lamoda, etc. They have different terms of cooperation such as requirements for document flow, delivery and product certification. Nevertheless, one thing is common to everyone: a marketplace is an online store that charges a commission on direct sales of supplier goods and makes delivery to a particular consumer. When choosing a marketplace, you should take into account a number of factors. These are: relevance of your product on that marketplace, competition with other suppliers as well as the conditions mentioned above.
- Diversification and delegation. Do you know the saying «do not put all eggs in one basket?» It is about risks. How should large working capital be distributed to your subordinates? How should your goods be distributed to different marketplaces and online stores? I will give you a simple example from someone's practice: the marketplace was overdue to pay for the sold goods and was late with the transfer of money to the businessman's current account. And here came the time to pay for the batch of new goods. As a result, there are the cash gap and extra costs. This case shows that even a well-structured business strategy can lead to failures. If you want to minimize risks, you may decide to open your own online store.

According to the RT research, the number of online stores increased by 20% while the 2020 pandemic. More and more stores are going online. This trend will continue in 2021 until the market is oversaturated [4].

Thirdly, we would like to consider the prospects for the market. It becomes clear what to do now from the second thesis. However, the future of the industry remains unknown. The main example for us is Amazon's experience in the American market. In 1994 Amazon was called «The Largest Bookstore in the World» for the first time. And already in 1997 Jeff Bezos, the founder of the company, completed the Amazon's IPO. The company's path was not easy. Withstanding the crisis in 2000, the company began to grow and invest in an increasing number of industries. The popularity of online stores in Russia has come much later than in the United States. Although Wildberries was founded in 2004, it became widely known in 2015, when the marketplace allowed suppliers to sell. Now new marketplaces are opening every year and each of them wants to complete the IPO. Basically, positive dynamics in the market can be seen [5].

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THE IMPORTANCE OF THE ENGLISH LANGUAGE IN INTERNATIONAL ECONOMIC RELATIONS

Abstract. *The article considers the reasons for the emergence of English as the main language in international communications, the advantages that companies receive from using English in communication with partners, examples of such situations and opportunities that open up for corporations that use English as a corporate language.*

Key words: *cross-cultural relations, English, international business, partners, entrepreneurs.*

In modern international business, trade, economic and political relations between countries and companies of these countries are intensively developing, so the way of communication between partners and colleagues is becoming increasingly important in the process of these relations. International business is usually understood as the interaction of various organizations or divisions of the company that are located in different countries, in order to generate income precisely due to the preferential benefits of international operations in

the field of business relations. Since this is an international relationship, it means that their subjects are corporations that speak different languages, so in the vast majority of cases, at least one of the parties is forced to speak a foreign language. A foreign language is a vital means of establishing relationships between entrepreneurs, professionals, and employees of international companies. Thanks to the high level of communication, the image and professionalism of business partners is determined.

Since today English is the world language of business, without knowing it, it is impossible to establish relations with foreign partners. Exactly English has become the most popular language in international relations, since it is spoken by more than one billion people in the world, and all international life is held under the sign of English: it is the official working language of the United Nations, business negotiations, summits, conferences, congresses – everything is held in English. Global cultural and scientific life is possible only thanks to the English language, as a kind of channel through which the exchange of experience, information, and achievements are possible. It is also studied in a huge number of educational institutions around the world, which signals the preparation of young people to build future business relationships, not only in their native language, but also in English.

Some multinational corporations, such as Airbus, Nokia, Renault, Samsung, and Microsoft, use English as a single corporate language. Such companies, which have a huge number of branches in different countries of the world, mainly pursue the goal of improving the efficiency of their employees, or rather their interaction. Often, a branch of a corporation needs to solve a production problem with the help of a foreign-language branch, and most likely the process will proceed faster and better if the coordination takes place in one language that is known to everyone and studied by everyone in advance. Without a common ground, communication will suffer. But it is one thing when a company with a world-famous name takes such a step, but quite another situation develops when a firm still at the national level, but striving for an active international cooperation and increasing its influence on the international market, decides to take these measures. This step opens up completely new opportunities for it, increases the efficiency of cooperation with partners from other countries, reduces the risks arising from the language barrier, reduces transaction costs, and much more. Thanks to the English language, there is access to the primary sources of foreign information flows, which contributes obtaining information without its distortion or loss. And with diligent training of employees in English, the need to find a translator will disappear. The problem of hiring also opens up new solutions. There is an opportunity to enter the foreign labor market to hire the most competent and suitable staff in the company.

English is also chosen as a compromise solution. When two international companies, whose representatives speak different languages, meet for a detailed discussion of a transaction, contract or merger (the topic for the meeting can be anything), it is highly likely that English will be chosen as the language of negotiations for this event. The choice of English as the main language in the negotiations between the two companies does not end with its role as a compromise solution. English can also be made a corporate language in the event of a merger of two non-English-speaking firms. An example of this is the merger of Germany's Hoechst and France's Rhône-Poulenc in 1998 to create Sanofi, one of the largest pharmaceutical companies in the world. The new firm chose English as the working language to avoid the language prerogative.

Summing up, we can say with confidence that English is the most rapidly developing and rapidly spreading language of our time, and its global recognition and use in the process of international and cross-cultural economic events is the engine of progress in cooperation between companies from different parts of the world, and to some extent is the key to success in the development of trade and economic relations in the world.

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LANGUAGE RELATED BARRIERS IN INTERNATIONAL BUSINESS

Abstract. *International business activities will always encounter language-related barriers especially with the fact that they operate with multi-cultural teams. This article explains the different forms of language-related barriers experienced in multinational corporations and provides applicable solutions and measures to be considered to eradicate the same. International assignments' success and/or failure depend on the language proficiency level of the expatriate in the host country. That is why hiring bilingual employees with diverse language skills is an applicable solution to this issue. International project management always faces language-related barriers in executing their projects to completion. These problems will come in form of misunderstanding and miscommunication between the multi-cultural teams. Language training would be important in such an instance to ensure effective communication within the project team. All in all, it is paramount for international businesses to deal with language difficulties in the workplace to eradicate chances of language-related barriers affecting the efficiency of day-to-day operations.*

Key words: *culture, effective communication, international business, language.*

Introduction

Effective communication is essential to the success of any business as it enhances strong relations and a clear understanding of the goals of any organization. Therefore, the emergence of different cultures in multinational corporations has resulted in language barriers that affect how people in the organization relate with each other and conduct their tasks. International

business has helped economies grow and enhanced various opportunities due to the rise in globalization, a trend that has been picked in the modern world. Thus, globalization can be defined as the interdependence of economic and business activities across national borders through the movement of goods and/or services [7]. Attributable to globalization, international business has therefore risen due to the transfer of people from one country to another for employment opportunities. According to Shenkar, international business refers to the exchange of goods, services, skills, knowledge, resources, and information across countries [7]. In light of this, people from different countries go to work in foreign countries and they experience language difficulties which affect the overall operations of the company and sometimes their performance. Consequently, this article will assess the language-related barriers to international business and the measures to solve the same.

Performing International Assignments

A shared language enhances collaboration among workmates and clients. However, employees in international companies are faced with language difficulties since many of them come from varying cultures. The employees who do not speak the corporate language or are not fluent feel left out. Therefore, personal development is affected as there is no trust between the team members. Trust within multinational teams is vital as it unites the team together through collaboration [6, p.509]. It is therefore difficult for team members to fully understand each other due to language barriers. For instance, there may be misunderstandings and misinterpretations due to communication barriers [1]. It is important to note that effective communication enhances interaction since all the employees in the organization can share information and the knowledge they have. Hence, lacking fluency in the corporate language affects the transmission of information and knowledge. This may demoralize the employees affected and ultimately affect their performance because they may feel marginalized.

An increase in multiculturalism in international business affects the performance of international assignments. Expatriates need to deal with language-related barriers to executing international assignments with excellence. It is noted that «*tasks might significantly influence the importance of language proficiency and linguistic capabilities for the expatriate's success*» [9]. As seen in multinational corporations, employees are sent to subsidiary companies in various host countries to perform various assignments and they are gripped with language-related barriers when the new manager or other employees speak a different language. This results in resentment between in-groups and out groups within the team having an overall effect on social identity formation [9]. The result of this is marginalization. Furthermore, research conducted by Tenzer [6], shows that lacking proficiency in a corporate language makes one seem unprofessional, incompetent, and insecure even though the person has extensive knowledge and technical skills required. Lack of proficiency in the corporate language hinders the performance of international assignments.

Cross Border Outsourcing and International Trade

Cross-border outsourcing is directly linked to international trade which involves imports and exports, that is, the exchange of goods and services between two or more countries. Outsourcing is «*finding a partner with which a firm can establish a bilateral relationship and having the partner undertake relationship-specific investments so that it becomes able to produce goods or services that fit the firm's particular needs*» [10]. For this reason, one firm is likely to be the supplier of the goods and the other the customer. In a normal business scenario, this is a straightforward transaction but limitations occur when the two organizations involved are in different countries and the language spoken is different. A case scenario stated by Tomiura [11, p.224], notes that many workers in Japan have limited participation in cross-border outsourcing to non-Japanese firms due to language difficulties. This is a barrier to international trade because Japanese firms will have to invest in communication costs. The internal communication language in Japanese firms is Japanese and English is often used with foreign firms. Consequently, communication costs are increased either for the Japanese firm to

learn English or the foreign firms to learn Japanese [11, p.193]. This is important in ensuring that there is direct communication between the two firms since an interpreter may not be useful or needed in some cases.

Translating devices are commonly used to help tackle the problem of language differences. However, in this case of cross-border outsourcing, machine translation tools may not be an effective tool compared to direct communication between the two firms [12]. Lacking a common language between the two firms may lead to distortion of power relations as trust issues between the parties may arise. It is therefore important to note that international companies must present trade financial documents in the official language of the issuer. The following are some of the significant details that exporters should put into consideration [12]:

- Some Letters of Credit (L/Cs) will specify an issuing language.
- Regulations may allow issuing documents in any language.
- When two or more languages are approved, documents may have to be presented in both languages.
- Discrepancies between languages in different versions of the same document can result in delays and disruptions.

International marketing

A clear understanding of the customer's language is essential for the success of any business. As noted earlier, differences in language may create miscommunication hence the need for multinational companies to learn the languages of the local customers to trade effectively. International marketing involves the use of elements such as advertising, sales promotion, personal selling, direct marketing, public relations, publicity, and packaging designs to communicate with consumers [3]. Successful international marketing means that the customers can comprehend the information presented to them and impact their decision on the product or services presented to them [4]. It is therefore important for the marketing department to have an excellent understanding of the customer's language to build a strong relationship and understand their needs and wants. Failure to grasp the language may lead to negative responses from the customers. In some instances, having more than one language in a foreign subsidiary may be a challenge since the international company may not be sure on which language to use for marketing. However, it is advisable to use the dominant language to avoid instances of information overload which may confuse the customers [4].

Brand recognition is important in enabling consumers to recognize a company's product. Failure to have an understanding of the consumers' language may lead to misunderstanding of some words since there may be a difference in meaning when translated. When dealing with the foreign market, caution has to be taken when naming brands since some brands may be repelled in the local language or offend the consumers [13]. Thus, multinational corporations need to incorporate language in their marketing strategy to enable brand recognition with the foreign market. This will ultimately affect the consumers' preference of the products and services rendered by the organization if they can relate with it. International companies ought to localize their brand by including the foreign language element in their strategies.

International Project Management

International project management involves projects that go beyond the national borders. Such projects may be characterized as being complex for instance due to cultural differences, different time zone, varying regulations, and rules. The difficulty in performing the projects may be accelerated by the language differences among the project team since it is difficult to communicate the goals of the project when there is a lack of a common corporate language. Effective communication among the project team will enhance quality results, save cost and time taken to complete the project [8, p.251]. Failure to have a common corporate language may lead to ambiguity in the project, lagging due to misunderstanding, miscommunication, and frustrations among the team members.

In the modern era, virtual teams are trending in project management. This is an advantage since it reduces the travel costs as project teams communicate through video conferences, voice mail, and document sharing via intranet among others [8, p.255]. However, the downside comes when the cross-cultural team created does not speak the same language. The generation of ideas, solving problems, and even negotiation becomes a complicated process since there isn't a shared understanding of the project [5].

Solutions to Language-Related Barriers

According to Peter [8, p. 254], the following solutions should be considered when dealing with language difficulties in a cross-cultural project team:

- Have a common corporate language policy
- Check language skills to ensure communication is clearly understood by all parties
- Use simple language
- Reduce the content and length of sentences

Other measures to be explored as solutions to language-related barriers in international business would also include [2]:

- Machine translation
- External translators/interpreters
- Language training
- Bilingual employees

Conclusion

Multinational corporations face adverse language barriers due to the tremendous increase in multicultural teams. These barriers affect the international assignments delegated to the employees, cross-cultural marketing, international project management, cross-border outsourcing, and international trade. Measures to be implemented by such corporations include having a common corporate language, checking language skills, hiring interpreters, language training, use of machine translation, and bilingual employees. Language is an essential element in enhancing effective communication in any organization.

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THE ROLE OF ENGLISH IN INTERNATIONAL COMMUNICATION AND BUSINESS

Abstract. *The article discusses the role of the English language in the modern world and the main reasons for the dominance of English in various professional spheres of life. The author looks at the spread of English, its development, its leading role as the language of business and as the global lingua franca.*

Key words: *international language, lingua franca, dominance of English, business English, globalization, cross-cultural communication, international discourse, modern English.*

English is a West Germanic language first spoken in early medieval England. It spread worldwide and now plays a crucial role in modern world. The developing importance of this language on a global scale is a relevant and widely discussed issue in the area of science. For this reason, certain aspects of English becoming a global language and the language of business are going to be considered and analysed in this article.

The objective of the article is to study the development of the English language and its global importance in professional activities, business being one of them. The main aspects to be analysed by the author are the reasons why English has become one of the leading languages of business, examples of how widely it is used in multinational corporations and prospects for further development of the English language on the international arena and cross-cultural communication.

There are a lot of different reasons why English plays an important role in modern world in general and in the area of professional activities in particular. Before analysing the most important aspects related to these areas it is necessary to research how this language has been developing and what routes it has. This analysis will help us to understand how it has changed and become so widespread and popular today.

The history of English is very interesting and long. It started more than 1,400 years ago. Anglo-Saxon settlers brought the earliest forms of English which are called West Germanic (Ingvaemonic) dialects to the British Isles in the 5th century. The language of that historic period is now referred to as Old English. Middle English is the next period in the history of this language. It started in the late 11th century with the Norman conquest of England. Old French had a big influence on English during that time [5]. Early Modern English began in the late 15th century. It was the time of the introduction of printing press and two outstanding events: the printing of the King James Bible and the start of the Great Vowel Shift. Modern English has been spreading around the world since the 17th century mainly due to the worldwide influence of the British Empire and the United States.

Passing over to the discussion of the spread of English all over the world we have to understand the reasons for its unbelievable popularity which is being observed nowadays.

The first reason for English to become the leading language of international discourse and the lingua franca in many regions and professional contexts such as science, navigation and law was that the media of these countries were in English. There are between six and seven thousand non-equal weight communities in the world identified by the first language that they speak, English being one of the most widely spoken [4]. The second reason why English is the language of cross-cultural communication and the language of corporate culture in many international companies is that it is the most widespread language in terms of the number of speakers [3] and the third most-spoken native language in the world after Standard Chinese and Spanish. It is the most widely learned second language and is either the official language or one of the official languages in almost 60 sovereign states. An interesting fact to be discussed in this article is that there are more people who have learned it as a second language than there are native speakers.

The geographical spread of English native speakers is to be mentioned as one of the most evident reasons for its popularity. The United States, the United Kingdom, Canada, Australia, New Zealand, the Republic of Ireland, and South Africa make up the bulk of these countries. This language is also widely spoken in some areas of the Caribbean, Africa and South Asia [2]. Besides, English is a co-official language of the United Nations, the European Union and many world and international organizations. These numbers and facts show how essential the English language is. Many different nationalities can engage in business processes and understand each other using this international language. International language is what binds any community together and makes possible both the living of a common history and the storytelling of it.

Taking into consideration the statistics [2], which show the dominance of English in modern world, it becomes clear why this language is also known as the global language of the entire world community and why it is so widely used in business and multinational organisations. International trade, banking and transportation entirely rely on English. All sea navigation as well as land and air traffic control are in English, too. Knowledge of English gives access to work in international business or commerce as it is the most popular language on the Web. One of the areas where English is widely used is economy as a sphere of life and economics as a branch of science. Management is impossible without the knowledge of English as well as a lot of other areas of science dominated by this language.

The practical aspect of management is related to office work, teamwork and collaboration. Interaction with colleagues is an important part of the working process in any office, especially in the case of a multinational company. It would be difficult for the staff of different nationalities and cultures to collaborate if they did not know English, which serves as

the language of international cross-cultural communication. Lack of the language able to perform such functions could lead to misunderstandings which are sure to reduce the productivity of the job and, in global meaning, the results of the whole company. Moreover, every year, experts from all over the world create new technologies and devices which are widely used at different subdivisions of companies. Most of these inventions have English names. Examples are numerous, some of them being «laptop», «computer», «scanner», «mobile», and many others. These words are of the English origin and have come into usage due to English.

Famous multinational companies are adopting English as their corporate language to work more effectively. Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor and Microsoft in Beijing are just a few of those who have already done it. The headquarters of Nissan made the transition to English only in the late 1990s. In 2015, another car manufacturer based in Tokyo, Honda, announced that its corporate language would be English in five years. German electronics company Siemens has also made English the official language. This is done to facilitate communication and increase efficiency in different departments and business ventures located in different places. According to Jia Lin Xie, Professor of Management at the Rotman School of Management in Toronto, Canada, it is supposed that many other big companies are going to switch to English soon [1].

The goal of making English the main language in most companies is very simple: by communicating in the same language, South American managers can work more effectively with their colleagues from France or the United States. People from different parts of the world can collaborate with each other and become a team. Certain difficulties can occur because there are a lot of specific cultural threats which employees can have. Besides, a successful and properly organised corporate culture can improve the situation and decrease the potential risks. As numerous examples show, corporate culture is quite often in English as it is the global language used for communication between peoples from different countries and places not only in their ordinary life but also at work. Sometimes it is significant to understand each other properly. Kim Beddar-Fontaine, Vice President of internal communications in Sodexo says that the switch to English is part of a major change in corporate culture. It is necessary for a business to go global, and to do this employees are supposed to have a good level of English [1]. So, the knowledge of English is a required skill if someone wants to work in a global, not regional context.

Analysing the role of the English language in different areas of life I conducted a survey to identify students' attitude to the role of English. 60 students took part in the survey. All of them are getting education in the field of economics and management. The survey showed that the majority of respondents believe that learning English is a necessity. Answering the question «Are you interested in learning English?» 93 per cent of respondents answered positively. Asking whether English is useful, 59 out of 60 respondents answered positively, mostly saying that the language will be useful in their future profession. Answering the question «Do you study the language during free time?» 61 percent of the students gave positive responses, 25 percent expressed a desire to learn the language, but complained about the shortage of time to do it, while only 14 per cent answered negatively. So, we can see that the majority of these students try to learn the language by themselves. It is noteworthy that answering the question concerning the importance of English in modern world 58 out of 60 people answered positively, which makes 97 per cent of the total number of respondents.

According to the results of the research, students are sure that learning English is quite essential nowadays. English definitely plays an important role in various areas of our life. Taking into account the results of this survey, it is possible to make a conclusion that the role of the English language in modern world can hardly be overestimated. Employees of different levels and professions should take into consideration this fact if they want to be successful and have more perspectives. Most students realise that without the knowledge of English, it is almost impossible to get a prestigious job. Financial sphere, for example, is closely related to

and depends on the knowledge of English. Moreover, if a student knows the language, he always has access to the necessary materials from foreign sources, and preparing course works or scientific papers it is possible to make use of whatever he needs. It increases the amount of potential resources as well as the scope and quality of knowledge. It is also difficult to travel and impossible to go on international assignments without at least an intermediate level of English. That is why it is reasonable to learn English not only at the University but also after classes in the self-study regime.

According to the information provided on the Ethnologue website [3], English is a native language of more than 50 nationalities and is recognized as the second official language in most countries. It shows the spread of English almost everywhere. The number of native English speakers is almost 380 million people. Because of globalisation processes, people from different countries and cultures who wish to enter into partnerships for running a successful business need to understand each other and quickly find a common language. And the English language, which is so widespread, helps in building communication between them.

The English language is developing very fast nowadays, and the number of people who speak this language is steadily growing. The English language is especially important now. The COVID-19 pandemic has caused huge damage to almost all types of businesses, but in some areas there has been an increase in profits. A good example is the demand for learning the English language. These changes show that the role of English during difficult times is still growing. Humans are interested in the language and see the necessity of learning it. Analyzing the role of the English language during the pandemic, it is reasonable to give a specific example which illustrates how much the demand for learning English is growing. According to an expert's opinion, things are becoming better at the Skyeng online school, where the demand for foreign language lessons has increased by 65%, but this applies to classes for schoolchildren and teenagers. The demand for adult lessons has increased even more – almost twice, although it is still not clear how things are going to develop further.

English is a global lingua franca. Besides being the first language for the majority of the population in a number of countries, which has been mentioned above, there are about 375 million speakers of English as the first language and 757 million people who use it as their second language. English has the official or special status in at least 70 countries. These figures illustrate how important English is nowadays. The market for English as a Second Language (ESL) is growing, and more people are attending courses which will help them to understand native English speakers. English learners use this language not only for communication purposes but also because of their wish to become part of the global economy.

Thus, the analysis of the importance of English in the modern world shows that the main reasons for the dominance of English are the wide use of this language throughout the world, a big number of speakers and users who try to learn it for different purposes. English in business and at work affects the future success of any potential employee. The importance of English in our modern world of business especially during the pandemic time can be proved by numerous examples. The ability to speak English is of special importance during the global crisis as the competition in the labor market is becoming a real challenge for a great number of people all over the world. Knowledge of English is undoubtedly a significant bonus for employment and career opportunities. In the nearest future the English language is sure to occupy one of the leading positions as the global language on the international arena.

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STRATEGIC BUSINESS VALUE OF BLOCKCHAIN IN FINANCE AND BEYOND

Abstract. *This article shows the importance and revolutionary changes that blockchain will bring to our lives if everyone will notice the higher vocation of this phenomenon.*

Key words: *blockchain, multiplicity of functions, bitcoin, a crypto bank account, implications of Covid-19, new levels of freedom.*

First of all, it is necessary to understand what the term blockchain means. It is a technology that constantly records transactions, so that information cannot be later erased, but can only be consistently updated. The main thing to remember is that the blockchain is not a single item, trend or property. It consists of a lot of pieces, some of them work together and others independently.

Then, we need to remember that the Global Network was simultaneously a network, a development platform, a transaction platform, an intermediary and a marketplace. We did not consider the community or social network aspects at the time, as they emerged later. Blockchain develops this multiplicity of functions further. It simultaneously performs the following ten functions:

1. Cryptocurrency
2. Computing infrastructure
3. Transactional platform
4. Decentralized database
5. Distributed Account Registry
6. Development Platform
7. Open-source software
8. Financial services market
9. Peer-to-peer network
10. The level of trust services [4].

The innovation behind Bitcoin and other cryptocurrencies features a developing utilize of applications for a number of businesses. Nowadays many experts explore the strategic business value of blockchain in finance and beyond. Thanks to their studies, thoughts and ideas we can speculate on this topic.

The strategic business value of blockchain is growing. At first, blockchain innovation fueled the scandalous cryptocurrency boom, giving a rise to well known to everybody Bitcoin. Now the applications for blockchain technology are growing in a number of industries, especially in finance, where it has gained huge momentum.

We can start with the implications of Covid-19. Some experts claim that in the investment space the rise of Covid-19 and the resulting economic confusion has led institutional investors, from traditional hedge funds to major banks, to begin looking at cryptoassets as a hedge against the market and looming inflation. Even 10 years ago essentially each bank would have been greatly distrustful of cryptocurrencies – presently a parcel of them offer a crypto bank account [2] [3].

Meanwhile in the policy space, there are major steps being taken towards the adoption of blockchain technology. These days within the UK, the Bank of Britain is effectively investigating how they would actualize and implement a Central Bank Digital Currency, while some countries, like Lithuania, are already issuing crypto coins in early trials.

«Blockchain is already being widely accepted and adopted, shaping the future of finance. The question now is how firms will integrate this step-change infrastructure without losing the edge of innovation or competitive advantage», – these words belong to Dmitry Tokarev, CEO and founder of Copper Technologies [2].

Let move on to the next sphere where blockchain plays an important role.

Perhaps more than any other market, the financial services industry is experiencing rapid disruption with the entrance of new players, such as neo banks and Fintechs. To manage with the advancing and evolving needs of clients, companies must adopt new technologies to outpace their competitors and stay pertinent.

Once I heard on YouTube one interesting speech and the main idea was that the key «battleground» in payments industry today lies in improving antiquated cross-border transfers.

Everybody knows that traditional payments processes are slow, costly and unreliable. Therefore, blockchain technology has the potential to revolutionise the current broken model by enabling faster, more transparent and cost-effective cross-border payments that can be processed in seconds, not days or weeks. It is a great opportunity to reduce costs and increase efficiency [1] [4].

Illustrative and important statistics about Blockchain Payments tells us that 45% of defendants are already in production, piloting or close to signing with a blockchain provider.

Explaining the dignity of the technology, Julian Sawyer, managing director, at Gemini, says that blockchain provides «a fundamentally new, more efficient, secure and immutable way to transfer value and record transactions, unaffected by borders or physical locations. These characteristics mean there are huge opportunities for blockchain to revolutionise processes and systems in industries that are not currently optimised» [3].

This means that blockchain has the disruptive potential to empower new operating models, but its initial impact will be to drive operational efficiencies and security, harnessing the power of multiple verifying computers, in multiple locations, ensuring no single point of failure, or focus for a targeted attack. Cost can be taken out of existing processes by removing intermediaries, or the administrative effort of record keeping and transaction reconciliation. This can shift the flow of value by capturing lost revenues and creating new revenues for blockchain-service providers [3] [1].

Generally, if companies move fast and adopt blockchain, they can innovate quickly, meet customer demands and enjoy a significant return on their investment.

Blockchain is more than just a tool for business technology. It is a vehicle for social and political changes. If we do not notice this higher vocation, we will not be able to realize their full potential. The blockchain does not impose any restrictions on us. On the contrary, it gives us new levels of freedom and allows programming our world, as we would like.

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THE ROLE OF ENGLISH IN THE IT FIELD

Abstract. *The article considers the importance of knowing English, which is the medium of international communication and the internationally recognized language of business relations. Knowledge of English for programmers is one of the conditions of professional competence and a prerequisite for their subsequent employment.*

Key words: *english, IT, programmers, programming languages, professional competence.*

In the modern world, with the intensive development of commercial, economic and political relations between countries, the ability to speak English is not a luxury, but a vital necessity. In the twenty-first century, it is simply impossible to succeed without knowing English, which is the medium of international communication and the internationally recognized language of business relations. English is the language of international communication and for those who possess it perfectly, all the doors of the world are open: traveling, communication with foreign friends on the Internet, business negotiations in English, education in the most prestigious universities not only in Russia, but also abroad. It becomes necessary for building relationships between entrepreneurs, specialists, employers and employees of international companies. It is the ability to conduct correspondence and communicate competently that determines the image and professional level of business partners or joint cooperation. Young people try to learn the language, as it is necessary for career growth, because today without knowledge of the language it is impossible to get a high-paying job, find clients outside of their country, and move up the career ladder. International business and business relations with foreign partners are rapidly gaining momentum, and being just an excellent specialist in the commercial and business sphere today is no longer enough, since the difference between the monthly income of a manager who has knowledge of one or more foreign languages in his resume and a professional manager with experience is obvious. The demand for translation services is increasing, and many organizations spend time and money looking for an interpreter to conduct business meetings and sign contracts with foreign companies. Today, when you go to the website of any recruitment company and look at

vacancies, you can see that in more than 60% of cases, knowledge of English is one of the main requirements, and this figure continues to grow. In addition, most Russian recruitment specialists agree that knowledge of the English language is a significant increase in salary.

Nowadays, there are more and more professions in which knowledge of English is a prerequisite not only for communication with foreign colleagues, but also for the successful performance of everyday official duties. It so happened that English has become the standard: in almost any country, in any online service, you can solve your problem by knowing only this one language. And the world of programming is no exception — the international community communicates in English. It is unwise to deprive yourself of the connection with the entire community, and it takes a long time to wait for translations into Russian. And not to understand the details, knowing only the general words is also not the best option, since it is the nuances that are often important. English connects programmers around the world and provides them with ease of learning and memorizing programming languages, speed of solving problem tasks and editing programs, understanding and awareness of the system's response to erroneous situations, and many other aspects of activity. IT is a fast-growing industry, where new devices, programs and applications are constantly being created and released, and almost all updates are released in English, which is why it is so important. Many people naively believe that the main feature when applying for a job as a programmer in an IT company is the availability of technical knowledge, and knowledge of a foreign language is a secondary and completely optional skill. But this is a huge misconception. Everyone who has ever been to an interview in an IT company will confirm that, in fact, English language proficiency today is almost the most important aspect of working as a programmer. First, almost all programming languages are based on the vocabulary of the English language. The programmer constantly has to deal with a huge number of English terms, ranging from such simple ones as the names of color shades, to complex technical terms. In practice, this means that it will be much easier to master a new programming language and learn how to handle an already familiar one more professionally if a person speaks English. Secondly, writing program codes and creating applications involves using a variety of literature sources, and a significant part of the fundamental specialized literature is written primarily in English and not all of it has been translated into Russian, even less material has been translated correctly. Also, most of the master classes, seminars and webinars from the most famous IT professionals are held in English, and it is no secret that attending such events is extremely useful for professional and personal growth. In addition, almost all programmers agree that the naming rules should be based on English, and, in addition, in many modern Russian companies, it is customary to comment on the code also in English, so that, if necessary, a specialist from any country can use the comments. Third, you can pass a specialized certification in the field of information technology and get certificates from leading companies, for example, CISCO, Microsoft, which, by the way, is a significant increase in salary, only if you know English. Also, all of the world's largest IT companies, such as Google, Microsoft, ORACLE, and Apple, are based in the United States, and even their Russian divisions are dominated by English. So, if a person does not speak the language, then he will not be able to build a career in one of the world's largest IT corporations. In addition, programmers often have to work with foreign customers and most often communicate exclusively in English – and the initial negotiations, and the preparation of technical specifications, and its approval, and interaction during the implementation of the project. In addition, the geography of IT companies is very extensive, programmers often have to work with foreign customers, clients, partners, colleagues who do not speak Russian, and English in this case is a universal tool: telephone conversations, drafting technical specifications, its coordination, interaction during the project implementation, emails, correspondence in messengers and chats, meetings, webinars, online reports, conferences, even corporate parties – knowledge of the language – English is needed everywhere. Personal and professional development of a modern programmer, can not do without knowledge of the English language. Also, now the influence of information technology is very great in the working environment,

where knowledge of English helps to build a full and competent work. It is important not only to know English, but also to understand it, to be able to use the skills acquired in the process of learning. Proficiency in technical English gives an advantage to an IT specialist when applying for employment and is one of the conditions for his professional competence. After all, it significantly increases the efficiency and speed of the employee, who does not have to turn to the dictionary or a more educated colleague every time. Employees who speak English at a high level, when building their career, are more likely to be able to get a higher position and a quick advance in his career in a prestigious company. Thus, it can be concluded that the knowledge of English for programmers is one of the conditions of professional competence and contributes to their subsequent employment.

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ROLE OF ENGLISH IN THE CONTEXT OF GLOBALIZATION

Abstract. *The article examines the impact of globalization on international communication. The author states the fact that in the modern world, with the intensive development of trade, economic and political relations between countries, the method of communication between partners and colleagues is becoming increasingly important.*

Key words: *globalization, English, international communication, foreign languages.*

Globalization is a process of world economic, political and cultural integration and unification. Cultural globalization is characterized by the convergence of business and consumer culture between different countries of the world and the growth of international communication. [1]

In the modern world, with the intensive development of trade, economic and political relations between countries, the method of communication between partners and colleagues is becoming increasingly important.

One of the most crucial factors in the rapid acceleration of the progress of a universal lifestyle is the widespread use of the English language. It is the native language of 500 million people in 12 different countries of the world. In addition another 600 million people speak

English at a decent level and use it as a second language [4]. English is primarily the main language for the British and Americans, one of the two official languages of Canada, Ireland, Malta, the official language in New Zealand and Australia, it is spoken by the population of some African and Asian states.

Language is directly connected with almost all spheres of public life: politics, economics, art, education etc. and reflects the culture and mentality of the country it represents. It is also worth noting that a foreign language serves as a means of not only interpersonal, but also interstate, interethnic, international communication [4].

Nowadays English has taken a significant role as an international language. English is recognized as the language of science, business, information technology and office work.

Furthermore, with the emergence of a number of international organizations, movements, the holding of actions, the need arose for a single language of communication, which became English. English is the official language of most international organizations such as the United Nations, UNESCO, World Bank, International Monetary Fund, World Health Organization and many others. The communication of such associations as ASEAN, BRICS, EU is based on English as well.

The role of a foreign language in the modern world is becoming especially relevant for people who strive for the successful development of their career and life in general. The specialists with knowledge of foreign languages will be more competitive in the labor market. As the economy grows more global, the importance of Business English continues to grow. Business English requires a professional level of knowledge, you need to know not only the name of the term, but also how to correctly understand and use it.

Nowadays there are more and more professions in which knowledge of the English language is a prerequisite for the successful performance of official duties. Some of these professions are IT sphere, Sales manager, Individual entrepreneur, Spheres of tourism and hotel business, Medical professional, Sphere of economics and law etc. [3]. Working with important documents, such as legal acts, important transactions, requires excellent knowledge of the English language, since the success of your work depends on it.

However the worldwide spread of the English language cannot but have corresponding consequences, especially on the development of world languages and the entire world society and on the processes taking place in the English language [1].

First of all, changes in the structure of the global English language compared to the standard. As it spreads in various spheres of communication and is used by speakers of different cultures, the English language undergoes changes in the direction of simplification. Unlike many of its variants, the global English language will strive for standardization and simplification.

The second consequence of the globalization of the English language is the influence it exerts on the development of world culture.

In the course of globalization, English is spreading primarily as a universal second language. It is one of the most popular language to be taught at schools and universities around the world.

To draw the conclusion, today English is an international language. English is necessarily studied as a second language around the world. The English language is of great importance for world communication, for trade, industrial, diplomatic relations.

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CAREER GUIDANCE ANALYSIS ON THE EXAMPLE OF THE STATE UNIVERSITY OF MANAGEMENT

Abstract. *The article examines the existing career guidance programs for adolescents in Russia and offers the report of creative activities carried out by the university as a way to help schoolchildren in choosing a future profession on the example of the event held by the Project Management Department of the State University of Management. Also this article analyzes difficulties and solutions in choosing of future career.*

Key words: *career, profession, proorientation, university, applicants, schoolchildren, students.*

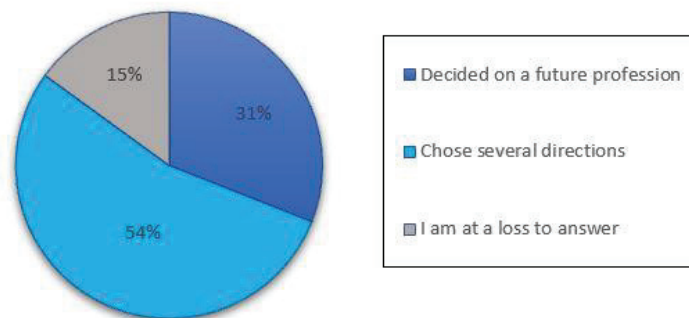
The choice of a future career for obtaining higher education is a question that all students who are moving to high school face. With establishing a system of the state final certification (GIA, USE) in Russia and a situation that many universities have their own system of entrance examinations, schoolchildren should decide about their future career already being in the 9th grade or at the beginning of the 10th/11th grade, in order to have time to prepare for the necessary exams.

According to the analytical center NAFI in 2018, on average, only about a third of school graduates are firmly determined with the choice of their future profession and

university, about half of schoolchildren do not have full confidence in their choice and consider several areas of training and places for admission, and about 15% of students find it difficult to answer a similar question [2].

In this case, schoolchildren resort to outsource help in difficult decision-making. Family and friends are one of the main sources of information. It is worth noting that today's youth does not seek to continue «family dynasties» as was customary before. The main selection criteria are their own inclinations, certain knowledge and skills, profitability and prospects, as well as the status of the profession.

Career guidance survey among adolescence aged 14-17 %



A school can act as an assistant (this opinion is shared by about a quarter of graduates) in different ways: specialization with in-depth study of certain subjects, additional classes and courses, recommendations of a school psychologist, organization of career guidance events, inviting representatives of various professions, organized visits to vocational guidance events and universities [2].

Help from the school in choosing a profession



Vocational guidance tests are very popular. They can be passed independently in the online format, for example, at the «Вектор», «ОРИЕНТпроф», «Maximum» sites, or in offline format at school and in special centers. But often teenagers are not satisfied with the test results. This happens due to the fact that the overwhelming majority of such tests are aimed at 6-8 grades students and allow them to narrow down the list of future professions, focusing them in several directions, but this does not provide proper assistance to graduates. The problem also arises from the fact that there are a huge number of different types of such tests, the content of which depends on the education of the authors, the year the test was created, the information content of the tasks and the results. To obtain the most informative results, a student should pass several different types of vocational guidance tests, among which are the career choice matrix, J. Holland's test, E.A. Klimov and activating vocational guidance techniques [1].

Currently, social networks and various Internet platforms can become a useful guide for the future applicants. Universities are trying to use all available technologies to attract new students and the Internet space development is one of them: universities' websites, virtual tours, accounts in popular social networks with information about events, student life (VK, Instagram, Facebook, Tik-Tok), video hosting content (YouTube), open conversations with university students in various messengers.

Despite the rapid pace of information technologies development and the computerization of an increasing number of different processes, offline open door days (hereinafter DOD) in universities remain popular and demanded way to acquaint applicants with the professional environment. About 80% of 116 Russian universities consider DOD events to be the main means for vocational guidance of applicants according to the research data of the consulting service «MBI + BBI» together with the St. Petersburg State University of telecommunication named after Prof. M.A. Bonch-Bruevich. Entering such events, applicants can directly get acquainted with the university, communicate with students and teachers and find out answers to questions such as: what are the available programs for training, creative circles and associations, prospects for future specialists, workplaces for students' practice, what kind of support the university guarantees for graduates, how many budget and commercial places are planned, how many places in the dorms are intended for applicants, what kind of scholarship is promised by the university leadership [3].

But DOD activities have their drawbacks for today's high school students. Among them are the following:

- Impossibility to get acquainted with the infrastructure of an educational institution (as a rule, DOD takes place only in one specific place on the territory of the university, and schoolchildren in majority of cases do not have the opportunity to see everything with their own eyes, but must believe only photographs from the Web and stories of students and teachers).
- Discomfort of a dialogue (a large number of people visit DOD in large and leading universities, so communication in such environment is difficult and ineffective due to the abundance of noise, students and teachers are not able to answer many questions from a large number of guests).
- Personal shyness (during the heyday of social networks and messengers, live communication with strangers becomes more and more difficult for adolescents, so it often turns out that applicants are simply shy and afraid to approach and ask questions).
- Lack of information (if a new direction of training appears in a university, there may be no comprehensive information about the curriculum, employment, etc. At the same time, a new direction cannot be presented by students who can share their personal experience).

Next, we will consider a possible solution to the identified shortcomings of DOD using the example of the DOD project carried out by the Project Management Department (PM) of the State University of Management (SUM).

The PM Department of the SUM invited schoolchildren of the 10-11th grades to take part in the intensive «Project Holidays». The program of events was organized for a group of 30 people. During the week schoolchildren were given the opportunity to feel like students of the PM Department; find like-minded people from other schools; immerse themselves in the life of the SUM; find out «What is project activity?» on practice; get acquainted with the students of the State University of Management and the teachers of the PM Department; ask questions of interest, get primary teamwork skills; create and present their first team «Producer project». That set of activities was aimed at acquainting applicants with the university and a specific area of training «Project Management».

On the first day of this intensive a quest excursion around the State University of Management was prepared for schoolchildren by 1st year students of the UP Department, aimed at solving the tasks of acquaintance with the infrastructure of the university, also the schoolchildren were given the opportunity to independently speculate on topics related to PM. The students showed them the entire territory of the SUM, buildings, important for the educational process places. While talking with students, schoolchildren were analyzing such profile-oriented questions as: qualities necessary for a leader, differences and similarities between a manager and a leader, manager's functions, the concept of a project and its distinctive characteristics, differences between a team and a group. In addition, the participants completed two creative tasks: solving cases (aimed at developing creative thinking, team interaction, communication) and passing the team test (the team needs to help their teammate to pass the obstacles). These activities were aimed at team building, development of communication and

quick response. At the end of the day, the schoolchildren were able to talk with students «without restrictions» on any topic related with the university and student life. In the following days, the schoolchildren took part in intensive team building, master class «Beginner Producer», developed their own project in a remote format, held a presentation on the last day and received awards for the work done.

Thus, the schoolchildren, working in a small team, were able to become more closely acquainted with the State University of Management and the activities of the PM Department, and studied the profession of project manager using available examples.

To sum up, we want to show that there are problems in the field of vocational guidance, which begin at the school level, and then become the reason for expulsion from universities due to the unwillingness to work in the wrongly chosen professional environment in Russia. The source of this problem is the imperfection of the legislation: at the school level there is no vocational guidance on a systematic basis, employers cannot invite senior students for internships to get acquainted with the profession. In turn, universities do not have the resources to devote a large amount of time to career guidance work with applicants. We also give the example of successful event devoted to career choosing guidance for schoolchildren. We hope that we had helped them to take right decision and look forward to welcoming them in the State University of Management.

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A HIGH-FLYING CAREER, AND THE ENGLISH LANGUAGE

Abstract. *In the age of globalization, digitalization, and an open-market economy, we often contact foreigners in terms of business. The English language is still the medium of communication, and proficiency in it enables speaking face to face with counterparts. Negotiating via mediators often leads to misunderstanding and hence losses; it could deprive*

you of many opportunities. The knowledge of English helps to stay aware of constantly changing trends in some professions.

Key words: *globalization, knowledge of foreign languages, opportunities, self-realization, international manager, entrepreneurship, the differences of cultures.*

There is no doubt that globalization has changed the world, providing everyone with an opportunity for self-development and self-realization. We also observe gradual erasure of borders, whether it is booking a room in the hotel, making the distribution by touching the screen due to which you can use foreign shops whatever you want.[2]

Changes have also taken place in the labor market raising the two crucial questions:

1. What made English the medium of international professional communication so that the most scientific business articles are printed in English, and the digital world demonstrates its high prevalence?

2. What do people need to be always in demand, except for their qualifications, getting a decent salary, as well as being valued as the best workers?

The answer is evident. The knowledge of a foreign language lets everyone open themselves from a good side, broaden their horizons.

The answer is evident. The knowledge of a foreign language lets everyone open themselves properly from a good side, broaden their horizons.

In this essay, we are considering reasons why you should begin to learn a foreign language, the advantages and the further opportunities of this decision.

Historically, during the ignition of the Glorious Revolution in England, an absolute monarchy lost its influence. The inevitable corollary of such a revolutionary change in society was the emergence of new inclusive economic and political institutions. Private property, democracy, the institution of intellectual property protection accelerated progress in all spheres of life including international trade. It became possible to arrange the delivery of goods to the markets on different continents, thus enforcing the rapid development of the British Empire with quite cheap labor of unqualified people. Moreover, citizens had incentives for entrepreneurship and innovations that also enriched and advanced England, making it the world financial center.

Other monarchies of that time, where there was a feudal system, suspended the development of civil rights and the economy. The governments opposed social progress preventing innovations from being implemented. Chasing profits with much damage to the country, the elite monopolised the economy to satisfy their needs. England, by contrast, stepped on the way of technological progress resulted in electricity being opened, the steam engine and railways being invented. English moved with the times, and by the 19th century, the times were such that it had spread across an empire on which the sun never set. It thus began its rise as a global language [3].

Some 380m people speak it as their first language and perhaps two-thirds as many as their second, and with reason.

English has been prevalent in the digital world and business for decades. Online magazines on trading – The New York Times, The financial, The Economist – have chosen English to publish their economic forecasts. Everyone getting involved in trading, buying shares, obligations, PiFs, ETFs needs to know that prognoses are made because of numerous factors. Changing trends, technical and fundamental analyses based on a huge amount of macroeconomic indicators, breaking news impact on the trend's rate what let you get revenue, playing on the differences between prices of this financial instruments. Inability to translate the articles in time inevitably slows down the reaction to the market changes.

As mentioned above, many articles on the economy, management, logistics are published in English, but between publishing and translation, there is sometimes quite a period that can deprive anyone of many new trends in the profession. Moreover, reading the original

is the only way not to lose the hidden meaning that can be lost in translation but remains crucial to understand famous people who express their minds in interviews.

Also, working for an international company may include a lot of traveling abroad and communication. Due to this increased mobility, very few people spend their entire life in the same house, on the same spot, in the same landscape. Instead of it, they choose a dream country, adapt to new environments, and local people having no speaking barriers [5].

Nowadays, some careers seem to be impossible without English. With the most evident programming, the list does not end, though.

Full cooperation between different companies to expand business always implies involvement in negotiations on the best contract terms. There is no doubt that in English-speaking countries the successful outcome of such a deal will depend on how well-educated and a polite person you are. Thus, having the power of reason and speaking fluent English increases the chances to succeed in negotiations.

The citation taken from the book «The international manager» illustrates the realities of English being the global language, the necessity of acquiring English to play by the rules of the modern world, to be on the one wave with co-living people, and to stay sought after.

«...Whether we buy raw materials from a supplier in Australia, sell end products to a client in Brazil, or form a joint venture with a company in the United Arab Emirates, we have to connect with people from other cultures. Privately and professionally we deal frequently with people who think and act differently from the way we do. And most of the time we rely on our intuition and experience to handle our interactions with others. Often this is successful, but just as often, we feel a degree of tension: unclear communication, misunderstandings, and lack of trust. All too frequently I see that cultural barriers and poor communication stand in the way of achieving great results...» [1].

Thus, Frank Garten attracts our attention to the fact that misunderstanding does not necessarily stem from the low level of a foreign language. Led by his long-term business experience of dealing with colleagues from all over the world, he claims that the problem subsumes several related ones, from the necessity to accurately choose the words, intonation, tone, and gestures to cultural differences. Doing business with the Chinese can be taken as a prime example. It would be a good idea to find out the Chinese counterparts' education, position in the company, and status though it can take quite a time. Asking directly about such things will not provide you with a satisfying answer. The way to clearer relationships with people on the other side of the table lies through indirect questions and careful interpretation of the answers.

Mindful of the fact that the Chinese are still striving for keeping up strictly hierarchal relationships, Frank Garten advise establishing a network with the right influential officials, while being tactful, polite, and calm. Quick negotiations are a sign of weakness for the Chinese, whereas Western counterparts are inclined to get down to business at the outset. Aimed at making a profit the latter prefer to discuss things openly, avoiding uncertainty. Employees can get into an argument with managers to solve the problem, since they are equal at a table.

The merit of English as a global language is that it enables people of different countries to converse and do business with each other. But languages are not only a medium of communication, which enable a nation to speak to the nation. They are also repositories of culture and identity. But the basic fundamental skill to succeed is still an advanced level of English which let you improve and build up your speech, that help you to persuade and communicate with others more effectively.

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ARTIFICIAL INTELLIGENCE IN FINANCIAL SERVICES

Abstract. *This article is devoted to the use of artificial intelligence technology in financial services: what defines artificial intelligence, why is it important for the financial industry, what are the key areas of its application, and finally, where does it go next?*

Key words: *Artificial Intelligence (AI), financial services, automation.*

The changes in the industry of financial services with each year get more and more rapid. Appearance of new business models, unexpected new entries on the market, swift technological development – those are just a small part of the challenges that are being faced on a day-to-day basis. In recent years Artificial Intelligence became one of the fastest changing technologies in the world as well as financial industry.

There are a lot of different interpretations of the term artificial intelligence (AI). It was coined by professor emeritus of Stanford University John McCarthy in 1955. McCarthy himself defined AI as «the science and engineering of making intelligent machines» [15]. Nowadays the most popular classification describes three types of artificial intelligence:

- Weak AI, that is oriented towards solving highly specialised tasks, such as face, speech, and text recognition, self-driving cars etc. [2].
- Artificial General Intelligence (AGI) that is imitating human intelligence and behaviour. It is capable of learning and applying acquired knowledge to solve a variety of problems. AGI can think, comprehend and act according to the context of the situation just like a human would [12].
- Super AI that is not just copying human intelligence but is surpassing it on all possible levels [4].

To this day, AGI and super AI are merely theoretical concepts that are not used in practice. In contrast, weak AI in the last 50 years made a qualitative leap in its development. Weak AI as a set of technologies, designed to solve well-defined practical tasks, is most frequently implied when using the term “Artificial Intelligence”. Further in the article this term is going to be used in the same manner.

The importance of Artificial Intelligence is easily explained by the fact that at this stage of technological development it is the only tool enabling recognition of hidden patterns and

extraction of value from enormous volumes of unstructured data that are created by people daily. Furthermore, according to some estimates, unstructured data makes up to 90% of all generated data [6].

For that reason, financial services industry, being based on acquisition, processing, management, and movement of data, is more than a fertile ground for the use of AI technology. It is crucial to note, however, that most companies in the industry focus on the application of existing technologies, while their creation and development is still mainly in hands of big technological companies.

The following pages will cover four key areas of AI use in the financial industry.

1. Lending

AI based automation allows to simultaneously lower the cost of credit application processing and increase the speed of application review. For example, Natural Language Processing (NLP) and machine vision are already used to verify client's documents, which speeds up the Know Your Customer procedure (aimed at customer identification and evaluation of related risks) and reduces the number of fraud cases [3]. Equally, this technology can facilitate the lending process for small- and medium-sized businesses, alleviating the need for manual processing of large volumes of financial documentation.

AI's ability to utilize diverse information, such as paid bills, maid purchases and social media posts, makes it possible to build more precise credit scoring models and increases the number of potential customers by using alternative data on lender's creditworthiness in cases, where traditional scoring metrics are not accessible [5].

When it comes to business lending, direct integration with information systems of potential borrowers (e. g. ERP and SCM) not only allows to make accurate decisions when assessing credit applications but also provides an opportunity to predict client's needs and hence offer loan products tailored to them [7].

2. Wealth and asset management

Similarly to lending, NLP and machine vision have akin utilisation in wealth and asset management helping to accelerate client on boarding, as well as automate certain aspects of the compliance process and reduce their costs (especially when it comes to working across different regulatory regimes) [13].

However, automation of wealth and asset management goes beyond that: quantitative modelling processes, that are vital to a fund's manager investment decisions, can also be automated. This in its turn can change the requirements for fund's manager qualification. Traditionally, the defining skill for this position would be the ability to conduct financial analysis in a timely manner. Today, the competence in asking the right questions and working in partnership with AI can become a new priority [14].

AI is capable of not only accelerating the decision-making process but enhancing its quality by analysing data from unexpected sources in real time. One of the examples of such approach is the Chinese private fund of American corporation BlackRock that is using several alternative information sources (starting from satellite imagery and ending with internet blog posts) to assess main market indicators, investor's sentiment and state of macroeconomic policies [11].

3. Insurance

AI allows the automation of insurance claim processing, which reduces overall costs and improves client experience. For instance, leading Chinese insurance company Ping An uses machine learning to automatically assess the damage and calculate repair costs through uploaded images of cars [10].

Combating fraud has always been a necessary aspect of insurance since fraud is a major source of costs for the industry. AI can be used for recognition and investigation of fraud cases, seeing as it can identify complex schemes of potentially fraudulent activity (e. g. similar insurance claims from somehow interconnected people). Moreover, visual representation of acquired data considerably accelerates investigations that would otherwise take many weeks to

conclude. All of this allows investigators to focus on more complex aspects of case review that can only be performed by people [8].

An interesting example of AI-based customisation in insurance is the case of American company Zendrive. Their app can collect driver's data and identify patterns that are associated with aberrant behaviour on the road such as texting while driving. Interestingly, the emphasis is placed not on personalised insurance pricing that depends on the style of driving but on instructing drivers with the aim to lower the risks of road accidents [16].

4. Financial payments

Prevention of money-laundering and other financial crimes is a priority for most countries, including Russia [1]. One of the main goals when combating illegal activities for financial organisations is to expose suspicious financial transactions, which is a tedious and expensive work. The task of identifying, scoring, sorting, and sometimes even reviewing alerts from the monitoring system of the bank can be automated using AI. This decreases the number of false alerts and, consequently, the number of conscientious clients being refused service. It also allows engaging specialised staff members only in the most complicated cases, which makes the process significantly more cost-effective [9].

This review of different areas of financial services prompts to the conclusion, that implementation of AI technology brings many opportunities for development of the industry. But as is the case with other innovative technologies this process entails many challenges and difficulties. These include the fragmented nature of corporate data, the need for structural redesign of information systems as to meet the requirements of AI, lack of talent in the industry and, of course, the hardship of legislative regulation (ranging from antitrust policies to personal data protection). For each opportunity there are innumerable risks. It is difficult to predict the results of further development, but they will certainly rely on well-coordinated work of financial companies and legislators.

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FOREIGN LANGUAGES AS A WAY TO PROFESSIONAL COMMUNICATION IN BELOW THE LINE MARKETING

Abstract. *At the beginning of the 21st century, people from all corners of the globe are actively trying to cope with the many challenges facing the world. Some try to explain, control and in some cases predict natural phenomena such as earthquakes, tornadoes, hurricanes, soil erosion, «greening» and environmental pollution, etc., while others seek to resolve and/or eliminate harmful conditions. such as poverty, disease, illiteracy, socio-political injustice, economic inequality, family breakdown, etc.*

Key words: *marketing, foreign languages, business, communication, professional communication.*

The expansion and qualitative changes in the nature of international relations, the internationalization of all spheres of public life make a foreign language today really attractive in the practical and intellectual activities of a person. The opportunity to enter the European

labor and education markets, get a job in promising Russian companies and joint ventures, as well as in foreign firms in our country and abroad changes fundamentally its role and significance in the educational process. It becomes an effective factor of socio-economic, scientific, technical and general cultural progress of society.

One of the features of the modern information society is the increased attention to the problems of the language due to the fact that it is the language that bears the main burden of the information and communication plan.

According to Borisova E.G. the following language functions exist. Firstly, language becomes one of the most important means of ethnic identification in conditions when the traditional forms of collectivity and cultural and moral regulation that unite people are being destroyed.

Secondly, language is the most important factor in ensuring the stability of communication, focusing on understanding, dialogue, and socio-cultural factors.

Thirdly, language acts as the only mediating link in dialogical communication, the direct emotional and spiritual communication of «I» and «Other», as an actual event.

Fourthly, linguistic reality as a form of expression of intersubjective experience increasingly invades the human life world, giving rise to a new type of communicative behavior-language interaction, new forms of coordination of human behavior, new management mechanisms: on the one hand – money and power, and on the other – language [1].

Fifthly, the study of communication processes is increasingly focused on the study of language communication, where the essence of a person is connected with the question of language, since there is no more effective means of forming a person than through language.

The sharply increased involvement of Russia in modern global processes creates a special demand for specialists who can represent the interests of government and business structures at the international level, which actualizes the issues of studying international communication and the role that language plays in it. The special competencies that both graduates of managerial specialties and experienced managers should demonstrate, along with responsibility to society, the ability to critically understand values, respect for other cultures, opposing opinions and a wide range of social backgrounds, including international communication.

The language of advertising and other «selling» messages has been studied for a long time. As it seems, in fact, there is already a direction that can be called «marketing linguistics», and its object can be considered as the marketing discourse, including not only advertising texts and slogans, but also articles on sales topics, oral sales speeches, names and verbal components of logos, etc.

The works devoted to the description of the language of marketing communications allows us to draw attention to some phenomena that are important for the overall picture of the language system. Primarily, we pay attention to the associative component of the word meaning, and hence to the associative component of the message meaning. Associations have long been considered as the connotative component of lexical meaning. Their huge role in describing vocabulary was considered by psycholinguists, and associative dictionaries were created.

However, this is precisely the question for interests of advertising messages researchers, since in the course of interaction, associations can support each other and strengthen or mutually destroy each other.

The study of advertising and marketing communications in general caused a new surge of attention to the expression and emotivity of the utterance. Dealing with this the author can note not only the identification of new means of transmitting these categories, for example, the emotive function of particles, but also the structuring of the connection between the emotive intentions of the speaker and the emotional reaction of the listener. It is not always imitative, which is confirmed by psychological studies. Therefore, to describe the emotional coloring of

an utterance, it is necessary to use such concepts as «infection ("repetition of an emotion"), reflection» (the appearance of another emotion, for example, anger as a response to ridicule), and possibly some others [4].

The work on the analysis of advertising messages, as well as PR texts and other messages of marketing communications, has intensified attention to such a well – known phenomenon as empathy, which remains on the periphery of linguistic research. This phenomenon was considered as the identification of the author with a hero when choosing a number of language categories: for example, the nomination of persons through likeness with this hero.

For advertising communication, the moment of identification of the addressee with the hero of the message is important, as shown by studies of the visual component of advertising products.

The analysis of the verbal component allows us to reveal the linguistic means of expressing this phenomenon from the position of the addressee.

The study of the various possibilities of marketing messages makes such areas of philological science as rhetoric, stylistics, and the study of poly – code texts (the interaction of verbal and non – verbal components). Presumably, this is not a complete list of those linguistic problems, schools, and areas whose development is influenced by marketing linguistics.

Speech communication is a two-way process, the development of which depends on the degree of mutual understanding between communicants, on their ability to adequately perceive messages. An adequate response to English-speaking speech is a necessary condition for active two-way contact in the process of communication and implies focusing attention not on the linguistic form of the interlocutor's speech and the search for the direct meaning of the statement, but on its hidden meaning, depending on the communication situation, the relationship of the interlocutor to the communication partner and other extralinguistic factors [3].

For accuracy and speed of committed action it is necessary to form a prediction as mechanism of actions of speech, as failure to assess the linguistic situation leads to a decrease in the ability to perceive the individuality of speech, to assess its significance and impact. A good command of a foreign language only at the level of speech production does not ensure readiness to participate in speech communication. The lack of the ability to perceive fluent foreign language speech leads communication to a dead end and, accordingly, creates a negative communicative effect.

Another area for marketing linguistics interest is written language. In modern international communication, various forms of written communication are becoming increasingly widespread, opening up new opportunities. In this regard, the effect of poor speech quality on writing has serious communicative consequences. For English language learners, the problem of English spelling is particularly acute, which is based on the variability of the spelling of words and the transmission of sounds in writing. In terms of cross-cultural communication, errors in writing of a socio-cultural nature are dangerous, i.e. errors or shortcomings in writing that are the result of differences in the socio-cultural perception of the world: errors at the level of socio-cultural background knowledge; errors at the level of speech behavior of communicants; errors against the background of the general culture of writing [2].

The presentation of information also requires special knowledge. Information is rapidly becoming a new kind of capital. The role of public relations professionals is to help employers cope with the flow of information and change, and to transform the fear of change into productive opportunities that make a positive contribution to the development of society and the individual at the global and local levels. Today's challenges are in strong contrast to past times when planning was predictable. Today, in addition to communication skills, a specialist needs a receptivity to innovations and radical structural changes, as well as information, knowledge and change management skills.

Thus, an important factor for success in international activities is the presence of such competencies in the specialist, which are based on the language and especially English as the

universal language of global culture. Such analytical and communication competencies include: professional management and humanitarian education; knowledge of foreign languages, primarily English; communication competence; sensitivity to innovation; knowledge of the cultural characteristics of the countries where the organization carries out public relations; taking into account both real and symbolic values; studying the forms of international communication; creative approach to solving communication problems.

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THE IMPACT OF THE PANDEMIC ON EDUCATIONAL PROCESSES

Abstract. *The article presents the impact of the coronavirus pandemic on various educational processes and also assesses the readiness to switch to distance learning in Russia. The study identified a number of difficulties faced by the students. However, it is worth noting that the pandemic gave a huge impetus to the development of the entire education system, which cannot be noted as an advantage.*

Key words: *pandemic, higher education, secondary education, preschool education, coronavirus COVID-19, positive and negative impacts, distance-learning.*

In 2020 the whole world is faced with a new, previously unexplored COVID-19 virus. The pandemic has affected all spheres of human life and the education sector has not gone unnoticed either. Institutions were forced to make a complete transition from full-time education to a distance learning format. A great burden was placed on the management staff, who was forced to control the provision of quality information to pupils and students.

The distance learning format has several advantages. Students develop their soft skills such as self-discipline and time management. Many students live far from their place of study so online learning allows to save time and money on the road. During the pandemic, many prestigious universities (including foreign ones) made free access to their libraries and lectures; it helped students get the opportunity to study with top specialists for free. The demand for online education has grown and, in general, the online services market has increased. This is a noticeable advantage for older people because they were able to master different professions in the digital sphere, which are relevant in the modern job market.

However, there are serious shortcomings; they are different at each level of education, so they will be considered separately.

A pandemic caused damage to preschool education. Many kindergartens have increased payments for parents due to the lack of additional funding from the municipality, this has become a certain financial burden for many families who are already affected by the pandemic [1].

The closure of schools and the transfer of all education to the online format could not pass without duress and had a particularly strong impact on students whose parents have a low level of income. The trend of receiving additional elective education is developing in many schools now but, due to distance learning, this opportunity has become limited, students have ceased to receive all-round development in other areas. In addition, schools provide preferential free meals for children, the lack of such an opportunity for online learning imposes an additional material burden on parents. Many children have lost the ability to communicate normally with their peers, which is important for the period of personality formation and socialization [2].

However, the pandemic had the greatest impact on students of higher educational institutions because universities had to resolve the issue of transferring all processes to a remote format in a limited period, this immediately caused many difficulties [3]:

1) Many teachers had to learn how to use various platforms on their own, they did not have sufficient knowledge in this area, so the quality of student education could be severely affected by this.

2) The abrupt switch to a new increased the workload for teachers to the detriment of free time because they had to learn new things. In addition, many of the teaching staff have children of preschool and school age, which also created many problems when dividing personal space in limited conditions.

3) One of the main problems of distance education during the session was the authentication of students. There are no programs that can give confidence that it is the student who is taking the exam and not someone else instead of him.

4) As a consequence, there may be a reduction in the income of universities from the training of foreign students (some potential students may reconsider their opportunity studying in Russia and find an alternative in their own country).

The pandemic also suffered from institutions of additional professional education, which had to postpone classes for an indefinite time because the program is designed for a shorter time and full-time training. It is simply not possible to conduct many classes remotely [4].

Many opportunities for international cooperation were simply limited due to the closure of borders between countries. For example, students who planned to study abroad had to choose universities in Russia. Also the exchange processes for students who study on "double degree" programs have slowed down.

At the same time, the passing of many international exams (IELTS, TOEFL and others) was postponed for an indefinite period of time, because of this, many students lost the opportunity to participate in grants to receive funding for education abroad.

The pandemic has greatly changed the attitude of Russians towards online learning, if the share of distance education in Russia in the period before the coronavirus did not exceed 1% (while in Japan and the United States this figure reached 30%) [5] because of this fact, a number of problems in the economy were identified:

1) There was a significant gap in digital literacy between teachers and students. Many teachers for the first time faced the need to conduct lessons on new platforms, which became psychologically stressful for them.

2) The preparedness for such a transition between different universities and schools differs, someone turned out to be more technically ready because various platforms distance learning were introduced in the classroom and in extracurricular activities before pandemic. This process was quite difficult for some educational institutions. There was a lack of modern devices and finance resources for their including.

3) The problem of social stratification. Distance learning is much easier for children from wealthier families who have quick access to the Internet and different learning devices. Low-income families often have several children and at the same time there can be only one device for accessing the Internet, then the question arises of how to simultaneously teach children of different ages in limited space.

4) The gap in the speed of assimilation of new information. There are a number of students who quickly assimilate new information without the help of a teacher and other students need additional personal explanations, which is impossible with the online format, as the gap in academic performance between students of different levels increases even more.

5) Distance education is simply impossible for students in certain fields (for example, medicine, geology, chemistry), because offline interaction with teachers is required. Students simply may not have special equipment at home for visual study and laboratory work.

In the final analysis, the education system at any level was not ready for changes. The problem is not even in mastering a new teaching format, but in the radical nature of changes in long-familiar processes. Whether the pandemic has had a good impact on the education economy or not, it is possible to say that education system will definitely not be the same.

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INTERNATIONALIZATION STRATEGY OF AN INTERNATIONAL COMPANY IN THE RUSSIAN MARKET

Abstract. *The internationalization strategy of MNCs is an important characteristic of the development of the world economy. In the last decade, the focus has largely shifted to considering the benefits and risks of internationalization for companies operating in the global marketplace. The industrial society in the international aspect was characterized by the concentration of industrial production in developed countries with the transfer of the development of natural resources to less developed countries. In the implementation of global development strategies, multinational corporations play an important and leading role. Foreign direct investment is the main instrument of implementation and impact on the economy of developed countries. In our work, we will consider the heavy industrial industry, which includes mechanical engineering. The development of production and the expansion of the market contributed to the introduction of innovative updates in the industry. The study of market development processes, the place and role of MNCs, trends, the process of strategies, internationalization is of theoretical and practical interest.*

The novelty of the FQP theme lies in the analysis of the processes in the internationalization strategy of the international company MNC. The main trends in planning, organization, coordination, management and control of an MNC international company for a successful internationalization strategy are identified. The key factors of the strategy of internationalization, planning, production, the importance of scientific and technological progress and innovation are investigated in the framework of the Russian market for international multinational corporations.

Key words: *internationalization, contract manufacturing, international licensing, franchising, factors of business internationalization, risks of international business.*

International company concept:

International companies emerged in the late XIX – early XX centuries, when there was a powerful growth in the development of industry and production. The beginning of the twentieth century was characterized by the «Golden Age of Globalization», which led to a huge scale of migration, a decrease in transportation costs, a flourishing of trade, and an increase in foreign investment. The emergence of mass production of goods, the struggle for competition has intensified, scientific and technological progress has accelerated. The international division of labour and exchange of products served as the basis for the integration processes. International organizations have turned into diversified complexes [6].

International companies are companies that have foreign assets and consider the world economy as a single market for their activities. The creation of a single company «under one umbrella» [4], the decision to form the structural configuration of the MNC as an integral system is of a strategic nature and is a priority from the point of view of management. A multinational corporation MNE (multinational enterprise, MNE) is an organization with production activities in more than one country, in the presence of production, and therefore foreign direct investment [4].

With the growth of the market, the development of companies and their activities required significant changes in the management and management process: from production to the organization and rules of personnel management. With the development of technical progress, the demand for scientific and technical developments and design offices has grown [8]. To shape business development strategies, marketing, and workforce solutions, top-managers must adapt to national markets and form new business development strategies. International companies are becoming the main participants in the globalization of the world economy in the field of production, sales, and financing. Firms can use alliances and partnerships, asset swaps, participation in foreign projects as an operator, production sharing agreements and other options.

Factors of business internationalization:

Internationalization is an international business where MNCs trade, export, sell products, invest, manufacture infrastructure and transfer assets across national borders. The goals in international business are the organization, production, management, and conduct of market relations at the international level. This can be done with either physical or intellectual assets. Internationalization is a large and complex process that requires a lot of organization. There are great risks and difficulties associated with internationalization and therefore companies must have strong and compelling reasons:

1. Finding new growth opportunities through new markets and customers. If an MNC finds such opportunities, then it can benefit largely from increased turnover, increased profits, other income, and growth.
2. Reducing the cost, increasing the scale of production, using research and development, marketing.
3. Access to cheap labour, raw materials, lower production costs and a closer location for the delivery of raw materials. It can be cost-effective to internationalize the company in the long run to create profits and reduce operating costs [10].
4. Development of new opportunities and ideas for business methods. New ideas and opportunities can be generated in one country, but the company can use it in its operations internationally.
5. Access to international key clients and invest in potential new relationships. When a company internationalizes into a potential relationship, it is usually because of a joint venture plan or to strengthen its position in the market [10].

Internationalization strategies

The development of the world economy is characterized by the trend of globalization and internationalization, where, first, MNCs are expanding their geography and activity. When a company enters international markets, where the company must answer – what method of penetration will be the most effective?! What form of work will give the greatest result, in terms of profitability and market share, in terms of productivity growth to increase the innovation level, etc., while not requiring significant costs and will not be associated with high risks?!

From the point of view of the organization production, there are 4 groups of internationalization strategies: in this case, we can say that they are organized according to the principle from simple to complex. Let us consider each of the ways to enter foreign markets, revealing their advantages, disadvantages, and the degree of risks for the company.

Export and import: it is the most common strategy used by most firms to implement internationalization. The simplest form of international business is perhaps the most widely accepted strategy. Export is known as the process of selling goods and services to other countries. An example is the Turkish confectionery company Ülker (manufactured in Turkey and sold in Russia). The direct export strategy (especially at the beginning of their activity) was used by many international Japanese car manufacturers: for example, Nissan Motor Co., Ltd., under the leadership of Kasso Kawamata, has been actively promoting its cars to the foreign market since 1957 through a direct export strategy.

International licensing: one kind of less popular strategy as cooperation in which a licensor company in one country grants another licensee company from another country the right to use its production processes, trademarks, technologies, patents. Of course, this is done for an agreed period of time and for a certain fee (license fee). The licensee manufactures the products of the licensor, selling within the allocated territory. As a rule, this method of expanding the geographical presence is used by companies operating in the field of information technology and R&D (pharmaceuticals, chemical industry, defence). A striking example here is the Swiss pharmaceutical company Roche, which, thanks to the conclusion of a licensing agreement with the Japanese company Chugai Pharmaceuticals, was able to quickly penetrate the hard-to-reach market of Japanese pharmaceutical products. Although companies in other spheres also often resort to using licensing as a way of external expansion. For example, Disney grants licenses for the right to use images of cartoon characters, trademarks, and logos to clothing and toy manufacturers around the world. Nestlé bought from Starbucks [5] the right to manufacture and sell home-brew coffee in retail stores (Starbucks licenses).

Franchising: In cooperation in the form of franchising, companies act as a franchisor and franchisee. Franchising as a way of internationalization of a company implies greater support by the franchisor of the franchisee's activities in comparison with licensing. International franchising, in turn, implies the provision of the franchisee as an independent company to conduct business under the name of another company (franchisor) in exchange for royalties. At the same time, the right to use the trademark, production methods, and a general approach to doing business is also granted. Franchising is a widespread way of doing business, with the help of which a huge number of enterprises operate around the world, which, with their own development, would not have such a chance of success. There are many examples in the food industry: Jimmy John's Sandwiches, Subway, Mc. Donald's [2].

It is similar to licensing but differs in that franchising is directly involved in development, as well as in operational control in the market. Identified by a trademark, has the right to sell goods and services, except for the use of a business format and system. For example, the American coffee company Starbucks. There are more than 100 coffee houses in Russia, and in the world, there are more than 29 thousand outlets in 75 countries of the world [3].

Contract manufacturing: As a rule, assumes that the parent company will transfer only production to a foreign counterparty, leaving behind marketing, sales, and distribution. In this way, the company manages to save significant resources on transportation costs. A prime example of this strategy is Nike, which does not own.

Risks of MNCs in the Russian market

Strengthening positions in foreign competitive markets automatically gives a strong position in the domestic market. In addition, if trade and investment barriers are lowered, it also makes it easier for companies to start international trade or invest. Internationalization always involves different types of risks: intercultural, commercial, financial, and political [1].

Cross-cultural risk: arises from differences in language, culture, lifestyle, religion. Not knowing the language can cause communication problems, and culture and lifestyle can strongly influence employee and purchasing behaviour. If a company does not know the religious practices and beliefs of a country, it can force the company to engage in marketing, where locals may be mistaken for an insult. For example, if a company internationalizes to an Islamic country and

does not pay attention to Islamic culture, then marketing research will offend customers and receive negative attitudes, and in the worst case, even have to leave the market.

Political risks: Arise in situations where foreign governments can politically and economically or legally restrict or influence a company's business. If a company internationalizes in the country and the government restricts access to markets, it will result in a loss of revenue and the company will not be able to conduct its business as planned.

Financial risks: Arise from large fluctuations in exchange rates. This has a big impact on international business as transactions are made in multiple foreign currencies.

Commercial risks: Arise when companies do not design or execute their business decision with the right strategies. For example, if a company decides to set up a joint venture with a potential partner and then discover financial problems with him, this could lead to the fact that both companies file for bankruptcy [1].

Now each company decides on its own how it will enter the international market. In general, many complex factors of the international business environment influence the choice of the form of a company's entry into foreign markets.

Research Methodology: The description is based on the key provisions of the theory of internationalization strategies. The following materials were selected for the study: regulatory framework ((federal laws) and information base on various companies archive, media, Internet, regulatory documents)) [9].

Let us consider some strategies for internationalization based on the collection and analysis of information. Using a specific example, we will reproduce the system of market relationships in Russian market.

The final qualified work consists of an introduction, three chapters, a conclusion and reference.

The first chapter reveals the theoretical concepts of MNCs and their implications for the modern economy, as well as development trends of MNCs.

The second chapter examines the drivers of business internationalization. A brief description of individual strategies and risks of internationalization of MNCs is given.

The third chapter analysis the development and problems of MNCs activities in the Russian market, considers financial statements, dynamics of sales growth, factors that affect the increase in the efficiency of the organization and improve the internationalization strategy in the Russian market [7].

Conclusion

In this paper, we analysed the factors and methods of business internationalization in that when a company decides to enter the foreign market, it can be guided by two evaluation criteria: either «opportunity» criteria, or «problem». The priority given to «problem» criteria is associated with the company's desire to minimize the risks associated with internationalization, as well as the problems of adapting the company to new conditions (franchising, licensing, construction of turnkey facilities). Other companies, when choosing foreign markets, the main task is not to minimize risks, but to achieve the intended goals. In this case, companies choose foreign markets, focusing on «possible» criteria, that is, those characteristics that the foreign market offers in the form of business opportunities for doing business (creation of a joint venture, creation of a new company). Analysed the process of internationalization strategies. Identified problems and risks: financial, associated with currency fluctuations, different inflation rates; political, associated with a change in the socio-political situation, change in economic policy, complication of interstate relations; market, associated with a decrease in demand or prices in the world market; industrial, associated with the difficulties of organizing production, training; commercial, manifested in the bad faith or insolvency of the buyer; scientific and technical, arising from the insurmountable difficulties in the development of new technologies, joint R&D.

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ENGLISH IS A MAIN COMPONENT IN A CAREER OF POLITICAL SCIENTISTS

Abstract. *The article focuses on the political role of a foreign language. In this article the serious problems are discussed. They are: the role of foreign language in the career of a scientist, the importance of foreign language as a basic competence in the career of a political*

specialist, the connection of a foreign language with political science, and how a foreign language helps a future political scientist to realize a promising career. This article is useful for future applicants who are considering their future profession in political activity, students of the direction «Political Science», «State and Municipal Administration».

Key words: *political science, foreign language, competence, skills, knowledge, universal language, speech culture.*

The profession of political scientist is becoming popular every year, but most people do not understand the purpose of this specialty and why it is needed, as well as why it is so important to know a foreign language in this profession. Every year there are more and more specialties that are related to the political life of society. And the higher the link in a political career, the tougher it is to assume a compulsory knowledge of a foreign language. After all, as soon as we hear the phrase «international», we understand that a foreign language is a key and basic competence in the «political» profession. The essence of the profession of a political scientist is to study the country's politics, identify the features of the state system and the behavior of civil society. Experts conduct research and make conclusions about the political situation in the region and predict future changes in public culture or ideology. The main duty of modern political scientists is to analyze the interactions of the political and social spheres of society.

There are many specialties of the «political scientist» profession, and there are certain requirements for each of these specialties. For example:

1. Political consultant – to assist citizens in resolving issues in politics.
2. Image maker – (literally «create an image») – to improve the reputation of political persons.
3. Political expert (analyst) – to identify the reasons for changing the agenda and the impact of economic processes, demographic situation and legal aspects on it.
4. Political strategist – to form the public opinion of citizens and organize election campaigns for politicians.
5. Speechwriter – (literally, «the person who writes the speech») – creates texts for official speeches for officials and superiors.

For these specialties, there are the following skills and abilities:

1. In-depth knowledge of political science and understanding of the basics of political decisions.
2. Knowledge of foreign languages and the ability to apply the works of foreign specialists during the working process.
3. Ability to follow the development of national and world politics.
4. Erudition and knowledge of the humanities (history, sociology, psychology and law).
5. The presence of a broad worldview, speaking and communicative skills.
6. Analytical mindset and developed logical thinking.

Having analyzed the items we can understand that building a successful promising political career is impossible without knowledge of a foreign language.

In the political world, the universal foreign language is English. It is the language of business and international communication. It can be called the «language of politics», because diplomats and politicians from different countries use English to communicate with each other. English is the main language of leading international organizations such as the United Nations (UN), the North Atlantic Treaty Organization (NASA) and the European Free Trade Association. English is widely used as a tool of the state's foreign policy, the world economy, international cultural exchange, in the scientific and educational environment, in the formation and development of a one-dimensional and multipolar world, and in military affairs.

English is now one of the symbols of the global modern life that people strive for, as well as a means of achieving it. Therefore, it is difficult now to imagine leading and advanced professions without mandatory knowledge of a foreign language, and this also applies to

specialists in political science. A foreign language has its own strong integral role in the political life of society.

The most popular and highly paid professions with English are concentrated in the field of diplomacy and political science. But in addition to English, in this area you can find professions that are related to Japanese, French, German and other languages. Each specialist has its own requirements. For example, for a diplomat, it is knowledge of state and international documents, knowledge of business etiquette, the ability to manage their emotions and understand the emotions of other people (emotional intelligence), find a language with any people, analyze and calculate the possible risks of their decisions and the moves of other political players. For a political strategist – to understand various technologies in politics, analytical mind, the ability to develop and implement successful PR strategies for promoting candidates. Where you can get a job:

1. Diplomatic missions
2. Ministry of Foreign Affairs
3. Public service
4. International legal companies
5. Marketing companies
6. Consulting agencies
7. Personal practice

A foreign language is one of the advantages when applying for a job [1] , as well as one of the advantages for the right to receive a higher salary. Specialists with knowledge of English are most often in demand in the field of science and education, in law, among top managers, in the civil service, in the tourism field and in the IT field. The level of English can significantly affect the salary of a future specialist. For example, in the public sector, the salary may increase by 75%, in the educational sector-by 37%, and in the law and IT sector, the rate will increase by a third [2].

It is important to understand that in order to qualify for a high position and a high salary, a specialist in the field of political science must be competitive, must possess fundamental knowledge, be trained in a professional and linguistic context, and, most importantly, be prepared for the polylogue of cultures, since the profession of a political scientist forms the management corps and the political elite of the country. And the achievement of high professionalism of future students is impossible without proficiency in a foreign language, as this is one of the important components of their professional training. «Foreign language proficiency» means a whole set of components, since a foreign language is a whole educational sphere that includes not only communication skills, but also knowledge of the culture, history, customs, traditions of the country whose language is studied as a foreign language, a manifestation of tolerance to representatives of another culture, awareness of one's «self» in a multicultural context. This is all combined in the concept of «competence».

The formation of multicultural competence of future political scientists in the process of learning a foreign language is an integral part of their future professionalism. One of the means of forming multicultural competence is teaching the culture of foreign language speech communication. The culture of speech communication is understood as «a highly developed ability to communicate according to the norms that have historically developed in this language group, taking into account the psychological mechanisms of influence on the addressee, as well as using linguistic means and methods of implementing such communication in order to achieve the greatest planned pragmatic result». Also, there is a generally recognized knowledge base of native speakers, which includes:

1. Language skills:
 - A) knowledge of the language
 - B) knowledge of the principles of speech communication

2. Extra-linguistic knowledge:

A) about the context and situation, knowledge about the addressee (including knowledge of the goals and plans set by the addressee, his ideas about the speaker and the surrounding environment, etc.)

3. General phonetic knowledge (i.e. knowledge about the world) [3].

An integral element of the multicultural competence of political science students is the formation of a culture of foreign language speech communication, which is extremely necessary in the knowledge of a foreign language. In cross-cultural communication, the speaker often strives to achieve a certain effect, which is possible only with a sufficiently high degree of development of cultural communication. That is, when people who speak a non-native language use a foreign language and the culture of that language as a means to achieve its socially significant goals in diplomacy, political, and economic activities.

There is a strategy of Werner and Birem, which can help future political scientists to successfully master the culture of foreign language speech communication. Here are some tips:

1. speak correctly and clearly;
2. speak more slowly, try to adapt the speed of your speech so that your interlocutor does not ask you to repeat what you said;
3. avoid using slang and colloquialisms;
4. be careful with jokes;
5. be sincere;
6. try to subtly feel the culture of your interlocutor;
7. don't lose your sense of humor. Be ready to laugh at your mistakes and do not make a tragedy out of the mistakes of your interlocutor [4].

It can be concluded that the formation of multicultural competence of future political scientists is impossible without knowing the culture of foreign language speech communication, which contributes to the acquisition of students' communication skills in intercultural communication, leading them to achieve high professionalism.

The profession of a political scientist is not as easy as it seems, it may seem that interaction with other peoples and native speakers is not found in all branches of this profession. However, a foreign language is the main lever in the competence of political activity.

Highly qualified political scientists should not only speak a foreign language, but also know the culture of speech communication in a foreign language, since it is not enough to learn the language in this profession.

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CHALLENGES AND OPPORTUNITIES OF ENTREPRENEURSHIP IN FOREIGN COUNTRIES: A STUDY ON RUSSIA AND GHANA

Abstract. *Entrepreneurship is vital to the development of every country's economy. However, most entrepreneurs are faced with challenges when it comes to setting up their own companies in a different geographical area even when they identify the market opportunities. Entrepreneurship is not just about starting a business but having a conceptual mind and been able to manage risk. Nevertheless, starting business and operating it safely in Russia comes with a lot of challenges as an entrepreneur with US and EU implemented sanctioned against Russia. It has affected the countries imports and exports which has limited business operation in the country. Even with recent new investment programs aimed at encouraging foreign investment to possibly help entrepreneurs looking for funds to continue their business operations, foreign entrepreneurs still face problems in accessing this fund. As a foreign entrepreneur in Russia, it is mandatory to acquire Russian passport or somehow become a citizen. Also, entrepreneurs in Russia are under obligation to generate 10 million rubles in taxable revenue each year, for three years. This is a major challenge most foreign entrepreneurs face coming to a country with this set of laws. Most foreign English-speaking entrepreneurs and investors who are foreigners somehow find it cumbersome to enter the Russian business market due to the language barrier as compared to Africa (Ghana) which is a free market zone and an English-speaking country where communicating and transacting business in English is very easy. Globally English is most often used as a medium of communicating unlike in Russia. This study intends to throw more light on obstacles and opportunities foreign entrepreneurs face in Russia and Africa (Ghana), regarding language barrier, access to government support, government policies and foreign sanctions. Interviews were conducted in Russia and Africa (Ghana) to discover foreign entrepreneur's problems and opportunities with respect to operating business in both countries.*

Key words: *foreign entrepreneurs, foreign sanctions, language barrier, funding challenges and opportunities.*

Introduction

In December 2016, a UK site Family Break Finder published a list of English-Language slogans from tourism board around the world and the slogan chosen for Russia was «REVEAL YOUR OWN RUSSIA». There is no doubt that everybody who starts business in Russia will undoubtedly face challenges and unforgettable experience because of the fact that the bureaucracy and corruption in the country is a major challenge faced by foreign entrepreneur. Ghana in the year 2019 has the world's fastest growing economy with a growth rate of 8.8% [7] but this achievement was coupled with a lot of challenges.

«Entrepreneurship is the process of doing something new and something different for the purpose of creating wealth for the individual and adding value to society» [6].

Jean-Baptiste Say, a French economist who first coined the word entrepreneur in about 1800, said: «The entrepreneur shifts economic resources out of an area of lower and into an area of higher productivity and greater yield». One dictionary says an entrepreneur is «one who undertakes an enterprise, especially a contractor acting as the intermediary between capital and labor» [7].

This study reveals that for entrepreneurs to become successfully in Russia and Ghana there is the need to first identify the challenges, find remedies and secondly take advantage of the opportunities in the market.

This study detailed challenges and opportunities foreign entrepreneurs face in Russia and Ghana. It was inspired by theoretical and empirical findings in literature. The rest of this research paper are arranged as follows: part two is a theoretical framework of related topics; part three is a brief description of foreign entrepreneurship in Ghana and Russia; part four is a brief description of challenges foreign entrepreneurs face in Ghana and Russia; part five focuses on opportunities for foreign entrepreneur in Russia and Ghana; part six talks about the methodology adopted for this research and is followed by part seven which is a recommendation and conclusion of possible ways to create a better entrepreneurial society.

Entrepreneurship Definitions and Concept

An entrepreneur can be described as «one who creates a new business in the face of risk and uncertainty for the purpose of achieving profit and growth by identifying significant opportunities and assembling the necessary resources to capitalize on them» [1].

Entrepreneur is a French word probably coined by the economist Jean-Baptiste Say from the word *entreprendre*, which is usually translated as «undertaker» or «adventurer». Say studied Smith's book and, while agreeing on all points, found that the omission of enterprising businessmen was a serious flaw.

Foreign Entrepreneurs in Russia and Ghana

Over the years Russia and Ghana has made changes and adjust policies to accommodate foreign entrepreneurs, but this laws and policies enacted still in one way or the other limits foreign entrepreneurs from fully operating their business. Almost seven in ten associations of European business members said regulations was a significant challenge to operating in Russia and also only one in four of the Association of business members plans to increase investment in Russia in the year 2020. A foreigner who wants to enter Russia needs to obtain visa from the Russia embassy. In short, visa must be obtained before entering the country.

However, in Ghana foreigners enjoy a sound business climate when it comes to setting up business in the country. In 2018 Ghana was ranked as the best place for doing business in ECOWAS sub regions which drew attentions from foreigners looking to set up their business in Africa. Foreign entrepreneurs irrespective of nationality can set up their businesses provided they follow the GIPC Act, 865, 2013, the business name act, 1962 [Act 151] and satisfy the minimum capital requirement. Foreign entrepreneurs in Ghana are permitted 100 percent ownership of an enterprise provided the investor satisfies section 19[2b] of the GIPC Act, [Act 865] 2013[1].

Challenges Faced by Foreign Entrepreneurs in Russia and Ghana

Political stability is one the key factors every entrepreneur look at before thinking of establishing his business in every country. Whiles outlining the political difficulties in Russia, Jansson [6] demonstrates that there are several institutional policies and regulatory setbacks to go into the Russian market. Those can incorporate the separation towards business authorizing and registration of the organizations, constrained now and then blocked access to circulation channels, unsure political and legislative framework, bribery and corruption, trouble in finding appropriate spot for business arrangement and less straightforward lawful framework to work in the market are the main problems foreign entrepreneur's faces in Russia. In Ghana, even though there is cheap program many foreign entrepreneurs find it difficult getting the right human resource for their business and when they do, they do not even stay. For an entrepreneur to get and secure its fair share of the market is may be necessary for him/her to enter into partnerships that ensure harnessing competency, capital and market for competitive advantage. The critical mechanism to solicit such partnership is efficient and an effective negotiating skill, which many foreign entrepreneurs and their business assistant's lack. Furthermore, Government's regulations have often not been enticing to foreign entrepreneurs. Public sector bureaucracy with licensing of new companies and also with delay in payments for jobs already executed by entrepreneurs and their outfits, clearing of imports at Customs, the provokes untold corruption, the complexity of tax.

Systems in itself is a disincentive challenges these foreign entrepreneurs face.

Opportunities for Foreign Entrepreneurs in Russia and Ghana

Business leadership in Russia is transitioning from people raised in the Soviet era to people raised post-Soviet. The change in attitudes and behaviors of people affects many facets of the country and constitutes the best argument for opportunities in the country. Even though language barrier is always a problem for foreign entrepreneurs the friendly nature of people in Moscow and other cities in Russia change the mind set of some of this entrepreneurs due to the help and assistance they receive. Companies in Russia are more competitive now focusing on productivity and efficiency by sticking to digital technology. The cost of labor is not cheap but compared to other European countries as a bargain. This is due to the high level of educated people in Russia. However, Ghana's wealth of resources, democratic political system and dynamic economy makes it undoubtedly one of Africa's leading lights. Gaining the world's confidence with a peaceful political transition a grounded and firm commitment to democracy has helped in expediting Ghana's growth in foreign direct investment (FDI) in recent years. When you talk about cheap labor, opportunities abound for foreign entrepreneurs. This is due the high level of an unemployment rate; most entrepreneurs take advantage of this as an opportunity to move their companies from the Europe to Ghana. On the other hand, the government of Ghana supports foreign entrepreneurs who employ and contribute their quota to the development of the country by giving them tax exemptions for some periods per a year and some free social amenities such as electricity and water.

Methodology

The research design considered for this research work was interviews. Qualitative data technique was employed for the analysis of the information's gathered. Qualitative analysis allows for ambiguities/contractions in the data, which are a reflection of social reality [4]. Interviews were semi-structured and the reason was to allow people to answer questions already structured and also answer additional questions openly posed to them. Interview questions related to challenges and opportunities available to foreign entrepreneurs in Russia and Ghana were also asked. The population for the study consists of all provinces in Russia and Ghana that share common characteristic but because of time constraint and accessibility the whole population could not be examined.

An interview was conducted to the president of Ghana-Russia Business Development Council (GRBDC) via phone call and a number of foreign business owners, questions about challenges in setting up their businesses and opportunities available to them were asked [3]. In Russia interviews were conducted in Moscow, Belgorod's, and St. Petersburg. However, in Ghana interviews were conducted in Accra, Tema and Takoradi. The reason for conducting our research in these cities was because these cities have large industrial foreign owned companies and will provide us with the right information that is necessary for our research. During the final data analysis, we attempted to discover the challenges experienced by the interviewees through closed ended questions. The response gathered as the biggest was government policies and regulations, market openness, tax imposition on foreign firms, finance and culture. On the other hand, government policies to support new and growing firms, new and growing firms access to physical infrastructure, new firms accessibility to communication services, cultural and social standards that promotes business operations and access to good legal and accounting professionals were some of the opportunities identified and noted from the interviewees.

Recommendation & Conclusion

A lot of people yearn to establish their own business but the obstacles constrains them from doing this, however, the findings and study of the research revealed both the challenges and opportunities foreign entrepreneurs face daily. Government policies and regulations are not favorable to new businesses, which is making it difficult in getting all needed permits and licenses. Heavy Tax imposition on foreign companies is a major problem identified. In addition, new and rising businesses find it difficult to penetrate the market since there is novice.

In conclusion, to solve this problem, government needs to collaborate with foreign businesses and also provide them with lucrative incentives to entice them as foreigners. While partnering with government, foreign entrepreneurs in Russia and Ghana should quickly identify opportunities in the market and find smart ways to develop them without the assistance of the government [2].

Furthermore, government should create programs and policies that will help foreign entrepreneurs obtain business licenses on time, tax waivers for new or emerging businesses and grants that will help entrepreneurs purchase advanced technological equipment's to help them get access to up to date technological changes in the business market.

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THE ENGLISH LANGUAGE AS THE BEST WAY TO GET A LOT OF INFORMATION ON THE INTERNET

Abstract. *The aim of the article is to show that using English sites instead of Russian ones is very beneficial. I made a research with the information from Wikipedia and some other sites. It has been found that English sites are more informative and useful. We have enumerated some benefits and have found the reason for such a popularity of English. Summing up the results, it can be concluded that searching on the Internet in English is the best way to get different information.*

Key words: *World web and languages, English language on the Internet, Information and languages.*

We all use the Internet to find different information nowadays. However, we use Russian to search information. According to Wikipedia, only 6,1% of all information is written in Russian whereas 54% is written in English. Moreover, about 1,105,919,154 users on the internet are English-speaking (statistics of 2019).

English is so popular in the world web because the Internet was invented in USA. The official and most spoken language there is English. That is why we need to search in this language if we want to get more information. English was the only one. When the Internet became available in other countries, English started losing its position. However, it is a leading language still. At first, mostly all companies were based on English.

It is much better to search for information using English. First of all, people sometimes can not get answers for their questions when they search in Russian. To my mind, it happens because they do it in a “wrong” place. You have the same problem -visit any English site with your question and you will find a solution. I mean that you will find more information if you use English. You can find even several answers instead of one.

Secondly, even if your knowledge of the English language is poor, you can always learn it. Luckily, this language is not a difficult one. Nevertheless, if you do not know it at all and do not want to learn it or do not have time to do it, you can use a translator. World moves in a fast pace. Translators are already installed in most browsers.

Another advantage of using English in searching is variability. While you search in Russian, you sometimes come across a situation when you get very little answers or even nothing! If we compare it with English, we will notice that we get a lot of answers, much more than in Russian sites. It is very useful if you do not agree with some information you have managed to find and want to look though other answers or you need to find not one answer but many ones. It is especially helpful, if you want to see some different points of view on the one problem.

These are some more reasons for searching in English. Sometimes, English sites are translated with mistakes and distortions. When you read such a site in Russian, you can misunderstand the information due to bad translation. It is much easier to read the article in English quickly than try to understand where the mistakes are in Russian. Besides, many helpful programs are not translated into Russian still. In English sites you can not only find programs that you need, but also find more useful ones.

One more advantage is that using English on the Internet, you will always be up to date. Global news is translated only several time by. If you are not ready to wait, you already know what to do. By the way, not only news is translated sometime later. It can also be scientific magazines, books etc.

There are a lot of benefits of using the English language when you search on the Internet. To my mind, it is more timesaving and interesting to visit English sites. You can find a lot of information there. English gives us opportunity to get many answers for any questions. Furthermore, ignorance of the language is not a hindrance and there are lots of ways to solve this issue.

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ENGLISH AS A TOOL FOR BUILDING INFRASTRUCTURE DEVELOPMENT

Abstract. *The article discusses the need for knowledge of the English language for the development of the construction industry and the direction of using the language.*

Key words: *construction slang, technical English, construction industry.*

The role of language in construction is underestimated. Due to the globalization of countries, the demand for foreign language specialists is increasing. English is recognized as an international language along with Arabic, Spanish, French, etc., it is spoken in different

continents and is used in professional fields: linguistics, commerce, tourism, construction, etc. It is impossible not to notice the consequences of the constant influence of globalization in the world on the change of the language, it undergoes significant changes by borrowing words of English origin.

The leading source language in Russian construction terminology at the moment is English. Improvement of building technologies has replenished Russian with rich ramified terminology. The appearance of new building sublanguage is caused by the necessity to name the elements of new actively developing building sphere. It includes both the professional language of builders and the colloquial language of users, which over time has turned into construction slang. Since American companies are leading in software and hardware development, almost all terminology, as well as professional builders' slang is formed, as mentioned above, on the basis of the English language. As a result, the modern Russian vocabulary in the field of construction technology is replenished primarily by English words.

As for the role of English in construction, its knowledge is necessary in the following cases:

- Entering the workforce;
- Interacting with foreign partners on various industrial matters;
- Understanding the instructions of application manuals in English, alignment with international standards;
- Studying of foreign experience;
- Participation in international projects, grants, etc.

The English language provides great opportunities for the construction industry; a construction company with a specialist in English becomes more competitive, and gets the right to work with foreign partners, to get useful information about new technologies used in European countries: accelerated design using BIM technologies, automation of construction processes by robots, elimination of collisions on the construction site using artificial intelligence, etc. When hiring, the decisive criterion at the interview is knowledge of a foreign language. No matter how well an engineer performs his work, his competence without language skills will not allow to interact and coordinate the developed design documentation with representatives of foreign customers and related parties.

To apply international, national and corporate standards in the field of construction, to read documentation and technical literature in English, to check the quality of performed work for compliance with the requirements of design documentation is important for the development of the construction sphere. International cooperation in the field of construction is divided into:

1. Standardization.
2. Joint financing.
3. Joint construction of a facility.

International cooperation helps to solve one of the main tasks of construction - standardization. As you know, in the Russian Federation there are GOSTs, SNIps, technical regulations in the field of construction, which regulate construction activities. The successful implementation of the program of transition to Eurocodes of the member countries of the Customs Union (Russia, Belarus and Kazakhstan) in view of the official accession of our country to the WTO will to a certain extent depend on the study of the experience of advanced countries of the world in this area. The last decades of the 20th century were characterized by rapid progress in globalization of the world economy. Globalization has touched construction. It was expressed, first of all, in harmonization of norms of design of constructions, unification of standards on building materials and products and methods of their tests. The ultimate goal of harmonization, of course, is to create uniform, unified world standards on the basis, of course, of the standards of the leading countries. Such standards are Eurocodes.

Eurocodes are European technical standards for the design of buildings and civil engineering structures. The Eurocodes in construction consist of ten fundamental sections,

which cover: design principles, loads on building structures, design for different types of materials, geotechnical design and design of earthquake-proof structures.

Structure of the Eurocodes:

- Eurocode 0 - Fundamentals of Design;
- Eurocode 1 - Structural Exposure;
- Eurocode 2 - Design of reinforced concrete structures;
- Eurocode 3 - Design of steel structures;
- Eurocode 4 - Design of composite metal and reinforced concrete structures;
- Eurocode 5 - Design of wooden structures;
- Eurocode 6 - Design of steel structures;
- Eurocode 4 - Design of composite metal and reinforced concrete structures.
- Eurocode 7 - Geotechnical design;
- Eurocode 8 - Design of earthquake resistant structures;
- Eurocode 9 - Design of Aluminum Structures.

To understand the content of the Eurocodes one should know technical English. Some part of European standards is already translated into Russian, but there are some inaccuracies because of low-quality translation and technical editing.

Joint financing and joint construction of facilities with international countries has become much more common by 2021. The involvement of foreign technology and experience of builders largely determined the success of the completion of such iconic Russian construction projects as bridges over the Kerch Strait and the Amur River near Blagoveshchensk, the Power of Siberia, Nord Stream 2, Turkish Stream pipelines under construction, as well as the projected high-speed railway Moscow - Kazan (with a prospect to Beijing) [1]. Over the past two years in Russia two large-scale infrastructure projects have been completed with the participation of foreign specialists.

1. The construction of the cross-border road bridge, which connected the Russian side of the Amur River near Blagoveshchensk and the Chinese side near Heihe, was completed in 2019, and in May the docking of its two parts took place. During the ceremony, Deputy Prime Minister and Plenipotentiary Representative of the Russian President in the Far Eastern Federal District Yury Trutnev noted that once the bridge is operational, it will increase the profitability of investment projects being implemented in the Far East. The total cost of the facility is about 18.8 billion rubles. The bridge project has been implemented without the use of budgetary funds, for this purpose, a concession model has been used. It provides for construction and operation of the bridge crossing on a commercial basis during the estimated period: three years of construction and operation for 16 years at the expense of the toll collection.

2. With the second bridge, things were somewhat more complicated because of sanctions restrictions imposed by the West. However, even here, foreign participation did not go unnoticed. Especially for the giants of global industry. For example, the design documentation for the overall technology of foundation works (a key indicator in the seismic region) was developed by the American oil giant ExxonMobil. The equipment for the modular concrete plant was supplied by German concern Stetter, and the expensive and scarce hydraulic hammers for driving piles were supplied by Dutch companies Dematec Equipment and Biljard Hydrauliek, and also by the Finnish company Junttan. The giant bridge arches were lifted with jacks from the Dutch company Mammoet.

A major collaboration between the Russian contractor Dekra and a Mauritanian firm led to the construction of a large hotel in the Maldives [2]. The 60 exquisite two-storey residences, designed by Singapore-based design group Miaja, are set amid shady palm trees and tropical gardens right on the beach or on the water. Each residence has its own private swimming pool and is crowned by a 120 sq. m. reef terrace on the roof of each villa.

Thus the English language is a tool for the Russian companies, with the help of which not only the building infrastructure of Russia, but the international cooperation in general, is developed.

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ENGLISH IN ECONOMICS: FEATURES OF TRANSLATION OF FINANCIAL TERMINOLOGY

Abstract. *The article examines the features of translation of financial terminology from English into Russian in popular media. Various ways of translating financial vocabulary that help to adequately translate terms are considered, as well as specific examples from various sources are provided.*

Key words: *translation methods, financial terminology, economic terms, translation features, financial sector.*

In modern society the issue of translating economic terminology, particularly in the field of finance, is becoming increasingly important. Russian companies are integrating into the global economy, and knowledge of a foreign language becomes an important advantage in working with foreign partners. Enterprises and firms often refuse the services of third-party translators, instead hire specialists who speak one or more foreign languages and able to translate documentation in the relevant area.

General knowledge of a foreign language is often not enough for free business communication and correspondence, understanding of professional information in the field of economics and finance. Specialists should be able to confidently communicate on professional financial and economic topics in the framework of discussions, negotiations, teleconferences, make presentations, as well as read and compile financial documents, business letters, and reports.

Besides, in the context of globalization the English language is becoming an important information product. It helps to objectively assess the situation in the world economy and to develop a strategy to improve the efficiency of the economy for your company. English is a tool that provides international communication. It serves as a guide between people, helps to successfully conduct business processes. Knowing the specifics of translating financial terminology can make the work of economists easier.

Let's consider the features of translation of financial terms. Financial terminology is associated with the activities of financial authorities aimed at education, distribution and use of financial resources for the implementation of tasks to ensure the socio-economic development of the country. It is necessary to keep strictly to the following basic rules when translating such terms:

1. strive to achieve maximum translation accuracy;
2. use generally accepted constructions and expressions;
3. avoid ambiguous expressions and grammatical constructions;
4. carefully adapt each term and expression to the target language.

The most common ways of translating financial terms presented in the English-language media are calquing, descriptive translation, transcription and others. We will describe examples of the use of financial terms in the articles of English journals in the original and their translation into Russian.

In the BBC article «Offshore workers face 'significant barriers' to switching jobs» by Kevin Keane, BBC Scotland's environment correspondent dated 29 September 2020 describes the situation involving offshore workers «More than 75% of offshore workers surveyed said they would be willing to make the move between sectors». «...» RMT union general secretary Mick Cash said: «RMT welcome this important report, which captures the precarious position of offshore oil and gas workers» [4]. In this example the financial reality of «offshore» is applied, which has appeared quite recently and has gained a foothold on the pages of the mass media. An offshore or offshore market is a territory (a state or a separate administrative unit) where tax benefits are granted for the owners of a company and conditions are provided for conducting relatively anonymous business. Tax benefits are either a simplified tax system or no fiscal measures at all. The purpose of creating offshore companies is to save on taxes, to get away from the control of the state in which the business is conducted. The word «offshore» in English means «far from the coast», which in most cases corresponds to reality: many Russian offshore companies are registered in Cyprus, Bermuda, etc. This definition is not new to a larger number of readers of news in the field of economics and finance, so the following translation will be more correct, in which this term will be transmitted by means of transcription.

Also, the transcription method is appropriate when translating such a term as «amortization», which means depreciation of assets, depreciation write-off over the life of fixed capital, gradual repayment of debt, write-off, repayment of the loan in equal payments and others. It is not possible to choose an exact word that will act as an equivalent in the Russian language. In this case, the descriptive translation will look too cumbersome, so the most appropriate translation of this term is the transcription. «The proportion of depreciation of investments in the sources of financing abroad is about 60%, while in our country by the end of 2013 it was only 21.6%. At the same time amortization expense as a percentage of fixed assets amounted to 6.5%» (Taken from «International Journal of Environmental & science education», November, 14, 2016) [1].

The content of the term-reality «issuer» means the commercial companies, state, local governments and executive authorities, federal divisions and other business entities that have the right to issue securities in circulation (monetary issue) of banknotes, securities and other payment and settlement documents. The Issuer put on the market securities on its own behalf in order to obtain short-term or long-term borrowed capital for the development of its activities. It is liable for the rights assigned to the issued securities. As an example, take the following excerpt from the article «Legal Documentation of Eurobonds from Russian Issuers» dated November 4, 2020: «Those notes are not sellable to US-based Investors and therefore provide issuers with more limited liquidity» [5]. In this case, it will be sufficient to use the calquing.

During our research, it was found that descriptive translation is used in the translation of terms a relatively small number of times due to its unwieldiness. However, we were able to find several cases of its use. Bloomberg's «Two of Nigeria's Leading Cement Manufacturers Look to Investors to Accelerate Growth» May 31, 2018 provides the following example.

«Dangote, Nigeria's largest listed company with operations in 16 African countries, is investing heavily in markets including Tanzania and Democratic Republic of the Congo, and this year has allocated \$ 350 million for capital projects» [6]. This passage uses the term «listed company», which can only be translated by a descriptive translation as a company whose shares can be traded on a country's main stock market. The technique of substantiation in the translation of terms is used quite rarely. This is mainly due to the fact that economic terms are mostly specific and each mismatch with the initial meaning of a word can change the meaning of an entire article.

There are interesting terms that are often used in the media. It is «bull market» and «bear market». This professional stock exchange slang has been used since the first stock exchanges appeared in the United States. «Bulls» in the financial markets are called buyers who open positions to buy. Prices go up when there are more buyers than sellers in the market. It is like a bull pushing the price up with its horns — that's where the expression comes from. «Bears» are sellers, those who open positions for sale. When there are more sellers than buyers in the market, the price falls. It looks like the bear's paw blows down the price and forces the chart to move down. These terms are often used on the pages of financial publications: «Since World War II, bull markets that began after a sharp bear market decline of more than 30% saw average second year gains of 17%, LPL highlighted» (Taken from «Insider») [3]. These terms are well-established and are not something new and incomprehensible for a wide range of readers. Thus, the most optimal way to translate these two terms will be the method of calquing.

The article considered several ways to translate the terms of the financial sector. Based on the given examples of different publications, we can conclude that calquing is the most popular method which is used in translation English terms.

So, recently, Russia has strengthened its position on the international market in the financial sector. In this regard, there is a need for the translation of economic terminology. The only problem is that translation goes beyond the scope of technical translation and requires special knowledge from a specialist, which is used in the practice of compiling economic drafting, legislative norms and the interpretation of terms in our country and abroad. More generally, it can be noted that the economic translation contains a number of features, and can only be performed by a professional who knows all aspects of the profession of an economist or financial officer, as well as fluent in foreign and Russian languages. English is a tool for international communication. It serves as a conductor between people, helps to successfully conduct business processes. Knowledge of the translation of financial terminology can make the job of economists easier.

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AMERICANIZATION AND THE CONSUMER SOCIETY. THE ROLE OF AMERICANISATION IN RUSSIA

Abstract. *The article analyzes the socio-cultural phenomena of Americanization and consumer society means of global domination of highly developed industrial countries. Based on the methodological approach of "cultural imperialism", the author emphasizes both the ideological and practical significance as a of Americanization and consumer society.*

Key words: *Americanization, globalization, mcdonalization, consumer society.*

The iconic phenomenon of modernity – globalization-is not only on an economic and political basis. The cultural side is also actively involved here, which some authors (A. Appadurai) even tend to define as a basic element of globalization.

A new stage in scientific debate about globalization began in the early 1990s. Sociologist I. Wallerstein described the process of accelerating the movement of capital, the movement of people and the transfer of consumer goods between countries and continents. However, describing this process, he did not use the term globalization.

Later in the same years, the discussion expanded and scientists began to offer definitions of this phenomenon. American sociologist D. Ritzer described the current stage of globalization, which is understood as a process that sets in motion three forces: capitalism, McDonaldization and Americanization.

Through Americanization, American ideas, customs, social models, industry, and capital are spread around the world. Americanization has cultural, institutional, political, and economic dimensions. The American media and film industries were very effective vehicles of Americanization. Finally, the «new means of consumption» can include shopping centers, credit cards, supermarkets.

Mcdonalization is the main idea of D. Ritzer in relation to the modern consumer society. The McDonald's restaurant chain is about efficiency, predictability, and predictability [1]. At the same time, efficiency means striving for the chosen goal. Predictability means the future of consumer society, the similarity of products regardless of time and place. Control means that organizations have gained control over people in certain regions.

The phenomenon of globalization was highlighted in the collective monograph of international scientists «Multi-faceted globalization. Cultural diversity in the modern world» edited by major American scientists P. Berger and S. Huntington. When analyzing the cultural processes of globalization, the model proposed in this work is very effective, the use of which will help to solve the question of the degree of influence of Western culture in the other countries included in the global process. So, here we point to the four main channels of cultural globalization.

The first is the international culture of the world's leading business and political circles, or the so-called Davos culture. Such a concept arose under the influence of the fact that the annual meetings of the world elite in the Swiss mountain resort of Davos, where the global agenda is being formed. The main distributor of Davos culture is international business, but Davos culture is not concentrated only in the circles of the global business elite. The standards of this culture increasingly permeate business relations around the world, thereby acquiring a global meaning, while the main language of supranational business communication is English.

The second channel is represented by the «club culture of intellectuals», which develops ideas, rules of behavior, as well as entire conceptual systems that successfully conquer the international information space. These are various popular scientific theories, as well as ideologies: the teachings of human rights, the concepts of environmentalism (environmental protection), feminism (equalization of the rights of women and men), multiculturalism, tolerance, etc.

The third channel consists of the mass culture media, broadcast by the mass media, or, more broadly, by the means of communication. It is on him that the adherents of «cultural imperialism» rely, believing that the main role in its reproduction is played by media imperialism, which turned out to be possible as a result of the revolution in the field of information communications. This is confirmed by the staunch «Americanist» Brzezinski, who defines mass culture as one of the main four factors that ensure the geopolitical dominance of the United States [2].

A number of researchers using the Marxist methodology (B. Kagarlitsky, G. Schiller, L. Sklair) proceed from the position that technical innovations are generated by certain social conditions. The same technological breakthrough in the information sphere occurred more at the initiative of large capital and was dictated by its expansion needs. It is no accident that the structure of information flows within and between regions reflects the interests of corporate clients (for example, cellular communications). Herbert Schiller names the state, large corporations and the military-industrial complex as the main subjects of the information revolution, because only they can really create and distribute the most advanced and, consequently, expensive information.

Russian expert M. Nazarov presents the global mass media market in the form of a three-tier structure. The first tier consists of 10 leading international companies in the industry, mainly of Western origin (News Corporation, Time Warner, Disney, Viacom, TCI, etc.). The second tier consists of about 30 large companies, which are 2-5 times smaller than the first group of companies. The activity of these companies is mainly focused on regional or specialized media markets. The third tier is formed by thousands of relatively small national producers who provide services for companies of the first two tiers [3].

The dominance of American popular culture has historical roots. It goes back 150 years, with enough time to develop reliable schemes that work flawlessly on the audience.

In the reconstruction era, American advertising, movies, music, and the entire American consumer society became a real alternative model to the Soviet way of life. The abundance of consumer goods tempted Soviet citizens who were used to living in conditions of scarcity.

In Russia in the early 1990s, it became possible to see television ads, American films, and pop culture from the United States. Thus, it was during these crucial years that the foundations of the consumer society in Russia began to be laid. At the end of January 1990, the first McDonald's restaurant appeared in Moscow, and in 2000, the first hypermarket of

household goods of the Swedish company Ikea opened. In the mid-1990s, the American company General Motors appeared in Russia. Currently, there are many imported goods on the shelves of domestic stores: clothing (Wrangler, Lee, Mango), food (Nestle, Coca-cola, Heinz, Twinings), household goods (Camay, Oral B, Gillette).

In modern Russia, the process of Americanization is actively underway, which can be observed in almost all spheres of life: political, economic, spiritual and social. Let us consider in detail each sphere of life of the society.

In the political sphere, there have been the following changes: the use of foreign languages (in particular English) in international relations; the dependence of Russian foreign and domestic policy on Western states.

In the economic sphere, Americanization has manifested itself in the following changes: the dependence of the Russian economy on world oil prices; the conditionality of the domestic economy on imported goods and services; the transition of state-owned companies to private hands; the focus on profit; the use of information technologies (Internet communities, online stores, online publications, forums) and social networks (Vkontakte, Odnoklassniki, Facebook, Myspace).

In the spiritual sphere, the following changes are taking place: the use of Anglicisms in the business lexicon (marketing, management, franchising); the expansion of Western culture in music (The Beatles, Queen, Guns-n-Rosees), the film industry (such foreign blockbusters as «Avatar», «Titanic», «The Beginning»), television (Animal Planet, National Geographic, Discovery channels), fiction (such authors as Neil Gaiman, Umberto Eco, J. K. Rowling); borrowing American forms of musical culture (jazz, country, rock, pop), trends in cinematography (Westerns, noir, thrillers, arthouse); the increase in the number of TV shows that are franchises of popular American talk shows («Master Chef», «Top Model in Russian»); the development of Internet resources that are available at universities, schools, hospitals, print publications, which facilitates access to information and various social services; the emergence of the phenomenon of shopaholism and public hysteria on the eve of the next release; the emergence of American traditions in Russian society, in particular holidays (Halloween), American food (fast food), sports (rugby, baseball); the development of the American style of clothing (checkered shirts, trousers, jeans, cowboy boots or hats).

In the social sphere, the following changes occurred: the transition in the early 1990s to a market economy; the commercialization of the social sphere (educational and medical services); the transition to the Western education system (the transition from a specialty to a bachelor's-master's degree system).

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PEDAGOGICAL ANALYSIS: PROBLEMS OF INTERCULTURAL COMMUNICATION OF MASTERS OF AFRICAN DESCENT «IBM» (IUPSIBK) IN THE PROCESS OF EDUCATIONAL ADAPTATION IN SUM

Abstract. *This article analyzes the process of educational adaptation of foreign students-masters of the first full-time master's degree program in «International Business Management» at the State University of Management, namely, the African members of an international group of students. Through a system of special testing and evaluation, problems that hinder the smooth process of educational adaptation are identified, both for African masters, and for course lecturers, employees of the international department and the university administration, who are responsible for the success of the implementation of this program on the SUM campus.*

Key words: *International Business Management, Educational Adaptation, Master's degree, culture shock, intercultural communication.*

To date, in the context of the Covid-19 pandemic (an abbreviation of the English COronaVirus Disease 2019 [1]), international educational processes have undergone a number of changes. In a global sense, training, in particular, under the international Master's program «International Business Management» (IMB) can be implemented only for foreign students who managed to enter the territory of the Russian Federation before the introduction of restrictions related to the pandemic.

Thus, the first international master's degree program «IBM-2020» was successfully launched in full-time at the State University of Management (SUM) in compliance with all necessary sanitary and epidemiological standards.

Students from the following countries arrived as full-time master's students on the territory of the Russian Federation with accommodation on the SUM campus:

- 1) Arab Republic of Egypt (1 listener);
- 2) People's Republic of Bangladesh (1 listener);
- 3) Republic of Afghanistan (2 listeners);
- 4) Republic of Sierra-Leone (2 participants);
- 5) Republic of Kenya (2 listeners);
- 6) Republic of Ghana (1 listener);
- 7) Republic of Turkey (1 listener).

Thus, a multicultural group of 10 people was formed – representatives of 7 countries, most of which consists of students of African descent.

According to the general opinion of the teaching staff and administrative staff responsible for the implementation of this program, the greatest difficulty in terms of interaction with international masters arises in the process of active (face – to – face) «intercultural communication» («Intercultural communication is the communication of people who represent different cultures» [2]). This problem, of course, is not related to all foreign students, but it definitely affects the quality of interaction with students of African descent, namely Ghana and Kenya and Sierra-Leone (5 students in this group).

So, let's focus on a number of linguistic features of an international foreign language – English, which is a universal means of intercultural communication within the framework of the IBM program.

All disciplines of the international program IBM must be presented in a foreign language, which means that the lecture material, visual support, extracurricular practical tasks, discussion in pairs between the student group and the lecturer takes place in English.

As a comparative analysis of the results of the survey of lecturers of the IBM program in a foreign language shows, the greatest problem is communication with students from Africa.

The questionnaire for identifying the formation of opinions about the students of the program includes the following criteria for evaluating «satisfactory/unsatisfactory» from the point of view of international communication. We will present 6 main points-criteria of this questionnaire:

1. Grammatical design of cross-cultural communication;
2. Phonetic design and intonation of communication;
3. Variety of speech units of communication;
4. The ability to accurately understand the essence of what was said for a lecturer;
5. "Feedback" – the accuracy of understanding an answer, a comment, an explanation given by the lecturer to the listener.
6. "Colors of Speech": the ability to convey the national color in speech through a joke, an associative example, a situational exclamation, a figurative expression – a proverb, a saying, words of the national wisdom, a saying.

According to statistics and 6 criteria of the questionnaire, the highest percentage of the final characteristics marked «unsatisfactory» was received by students of African descent.

In this regard, a pedagogical and linguistic analysis of «foreign language communication» was carried out (foreign language communication refers to the conceptual field of language (sign) communication, and, here and further, we consider language (sign) communication in a broad, semiotic sense. The key ideas of semiotics, laid down at the beginning of the XX century in the works of Ch. Peirce [7, p. 455], F. de Saussure [9, p. 432], C. Morris [4, p. 59]) of this category of listeners.

A distinctive feature for negative evaluation by lecturers and administrative staff associated with these students in terms of *grammatical design of their communication* can be explained by the fact that these students neglect the grammatical rules of the English language: they ignore the principles of matching persons and numbers, mix grammatical language categories, simplify grammatical forms, rearrange the general part of speech, distort the grammatical structure of the English sentence.

The phonetic design of oral foreign language communication, as well as the pace of speech, complicates the perception of the speech of these masters. Often, this problem is related to the national characteristics of the communication of these students.

Each of them, being a representative of another state, is a native speaker of the «national language» (the form of existence of a language in the era of the existence of a nation, a complex systemic unity that includes a literary language, dialects, jargons, colloquialisms and argo [10]), which is distinguished by a different phonetic structure, internal polemics. The transfer of this language habit makes the speech of representatives of these countries in English chaotic with a bright emphasis on words that often do not carry a significant semantic load: words-bundles, interjections, articles, accent intonation of the endings of a number of words.

In addition to the above, these masters supplement communication in English with words from their native national language. They do this intuitively, as they often have problems with the variety of language units.

This problem significantly reduces the ability of the lecturer to correctly perceive the thoughts voiced by the student in English.

As mentioned earlier, the foreign language speech of these students can hardly be called *diverse* in terms of *the use of speech units*. Many foreign masters from Africa have a good command of communication in a foreign language at the level of «Active General English», but do not know the vocabulary at the level of «Professional English» for the successful development of the course of special disciplines of the master's program «IBM», as well as the perception of official state requirements from the Russian Federation, and the internal charter of the university, brought to the attention of the SUM administration.

In this regard, the perception of lexical units in their content plays an important role for a foreign master; it also greatly simplifies the teaching of special disciplines in the program chosen by the students.

All the language problems listed earlier lead to the formation of a global problem of foreign language communication – *the inability of an accurate understanding of what is said for the lecturer* of each of the special disciplines of the course.

The language – «can be applied to arbitrary sign systems, although it is more often used for narrower classes of sign systems» [5]. This is a single, balanced product, the presentation of which takes place through the author's verbalization, and therefore, of course, is a reflection of the speech preferences of a particular speaker. In this context, in general, the oral communication of the representatives of the group, who came from African countries, presents great problems for perception in comparison with the speech of representatives of other countries. Increased gesticulation at the time of the speech act complicates the lecturer's perception of the essence of what the student from Africa said.

The organization of high-quality «*feedback*» in relation to the student is an identical difficulty. Oral communication of lecturers, representatives of the international department and other administrative units of the university should strive for "postulations", which imply compliance with all norms at all stages of maintaining an intercultural dialogue between the university and the international student audience. Visual expert assessment during the process of presentation of their own thoughts, comments and explanations from the lecturer often allows us to understand that not all students are able to perceive and grasp the details of the verbalized speech act of the lecturer and the administrative staff of the university in equal proportions. As a rule, a greater number of clarifying questions, requests for re-reproduction of what was said, come from masters from Africa. This lack of understanding is often possible to track: as a rule, it increases proportionally with an increase in the number of professional vocabulary, speech turns, classical grammatical structures that are not modified, compliance with the norms of intonation of the lecturer's speech, and the administration addressed to masters from African countries.

For the latter, strict compliance with the norms of the English language is unusual, which means that it involves a restructuring of personal perception and more often encourages imitation of the use of an expert form of speech, which is a kind of plus.

A special problem against the background of all of the above is the perception and accuracy of recognition of the «*colors of speech*» on both sides. In the process of communication, several cultures really collide, and in addition to visual differences, significant differences can be identified precisely in cross-cultural communication, the national identity of which can reflect such characteristic speech elements as: proverbs, sayings, national jokes, sayings, exclamations, and much more.

Such units of language, even at the stage of its systematic study, are difficult for people who are philologically gifted, who are ready to turn the study of a foreign language into a «life-long» process.

This category of students-users differs from the usual foreign masters in that it analyzes each language phenomenon, which means that it assumes that the further use of these units will be exclusively conscious, and also will not undergo variable changes in form and content.

For international students, particularly masters from African countries, this is not the case. They vary language units within stable lexical combinations, often supplementing or «diluting» the usual stable utterance of lexical elements from the national language. A distinctive feature of their speech is the use of the usual national exclamations and sound substitutions (for example: «zu-zu-zu» instead of «etc.»), as well as the reverse intonation of their own statements, which significantly shifts the emphasis in speech when perceived by ear by a person who has not heard this before. In other words, during the first contact, each lecturer and representative of the university is able to experience the phenomenon known in the language as «Culture Shock» ((note: Culture Shock) – according to the Western linguist K. Oberg, «emotional distress in people who are not prepared to accept the values of a different culture, who have long lived in a society that is largely different from their own» [6]).

The previously listed problems are generalizing, which implies the possibility of analysis on a more fractional language scale. All of them affect educational adaptability in a two-way format («adaptability» is usually understood as lat. «adapto») – «adaptation of the structure and functions of the body, its organs and cells to the conditions of the external environment» [8, p.333]. In the pedagogical field, this question first arose in 1865, when G. Aubert introduced the term «adaptation» in pedagogy [3, p. 42]) of both the lecturer to the group and the international group to the first.

The first full-time set of international masters of «IBM» revealed these speech problems-factors that significantly affect the process of adaptation of international students, namely of African descent.

The first conclusion reached by the representatives of both the international department of the University and the lecturers of the international master's program is that before admission to the territory of the Russian Federation, future students should be sent normative testing in order to check and accurately determine the international level of the English language, as well as to identify lexical components of the specialization that could be characterized by special criteria:

- 1) obviously not familiar;
- 2) slightly familiar;
- 3) quite familiar;
- 4) familiar;
- 5) free to use by future specialists of «IBM».

The second part of the interview for unambiguous approval of the candidate for the program should be the oral part of the interview, which can be conveniently and quickly implemented by one of the lecturers and representatives of the international department.

In addition to the professional aspects that are taken out for analysis to implement a successful process of educational adaptability of students, it is necessary to gradually introduce a foreign student to the foreign-language educational environment of the SUM campus: to introduce the educational opportunities of the university, organize excursion routes for learning Russian reality, group foreign students with Russian students to carry out joint educational projects, and also to promote employment in case of such a need for a foreign student of the master's degree.

All this and much more will simplify the process of adaptation and make the process of educational adaptability more invisible both for students (especially those of African descent), as well as for lecturers, employees of the international department and the university administration.

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THE BRANDS' LANGUAGE: HOW TO BRING NATIONS TOGETHER

Abstract. *The article is discussed the concept of a brand. Some people are convinced that a brand cannot be successful if it does not make a good profit and capture the world's market. Others believe brand's mission is less about money and more about life experience, people negotiating and emotions. This study embraces brand's conception from a viewpoint of perception. Based on brand marketing strategy and works of best-selling and well-known authors, the author tried to interpret the definition of a successful brand. In particular, the article includes some facts about brand identity concepts, the role of storytelling and importance of customer experience.*

Key words: *brand awareness, brand identity, storytelling, social dilemma, successful brand, community, brand marketing, customers, global mission, unity, experience, international, emotions, marketing strategy, make efforts.*

Nowadays, people struggle to answer a question: «What is a brand actually?». The first thing that comes to mind is a product or a company logo. Then we fluently remember a name of the brand. Thinking further, we can identify the brand with price, design, package and its advertising. In this context we are concerned with brand awareness – a degree of how familiar consumers are with a brand. But is a brand limited only to the concepts of visual representation of a company, product properties and sales? Saying straight, a brand is much bigger than just words, image, sign and symbols. Seth Godin, best-selling author of «This is marketing» defines a brand as «the set of expectations, memories, stories and relationships that, taken together, account for a consumer's decision to choose one product or service over another». Talking in this term, we need to consider that a brand is more specifically about emotions and feelings, sensual and mental experience, expectations and memories.

At the present time being a successful brand does not mean to become a world leader. Consequently, it makes no sense to sweep the market and have a royal profit. This is not enough for now. Modern consumers do not need all these exhaustive offers. They need to be cared, to be trusted and to be loved. People could not live without feelings. For this reason, a powerful brand can give it to them. Having a deal with a valuable brand means that «you always get what you expect, and the relief you get from their consistency is high». From this perspective brands should create a positive customer experience to win loyalty and make people around the world happier.

Brand awareness, which was already mentioned above, is closely associated with its promotion and positioning. With an object of a business to have sufficient influence in the market and good customer loyalty, it is vital to shape your audience's first impression identifying your company. In fact, a brand should elicit certain emotions in their customers. Furthermore, it stands for company's goals, vision, culture, and core values. There are some points people should keep in mind when it comes to identifying a brand:

- Determine your goals
- Research your target audience's needs
- Differentiate yourself from your competitors
- Establish your brand's personality
- Come up with a brand statement

Which marketing strategy is the most effective to boost a brand recognition and create emotional positioning? With this perspective we come with brand marketing. However, it is not only about advertising and promotion. It is more about building a strong marketing strategy to bring potential clients closely to your brand. Brand marketing is a long-term strategy, it cannot be measured, it is about being consistent and patient. But that is worth the effort. Successful marketing strategy helps you to establish a meaningful reliable relationship with your audience. Every brand marketing strategy should rely on the following key elements to be effective:

The first is target audience. Correctly identify your target audience and do not try to appeal to everyone. Seth Godin gives such a useful advice: «Keep awareness close to zero among the people you're not ready for yet, and build the most predictable, emotional experience you can among those that care about you».

The second key is consistency. Brand interaction with the customer should be consistent. It means that your company's image, brand tone and the message should be balanced and recognisable. Consistency is crucial for establishing trust and loyalty.

The third is emotions. As we observed from the first paragraph, emotions are vital in making decisions of purchases. Brand's emotional value is a key of happy and peaceful life for its customers.

The fourth – change. Brands need to be flexible and capable for changes to keep up with the latest trends. These changes should not transform your brand positioning or affect core

values. Brand should always introduce a fresh approach. This can be achieved by using techniques of social media, advertising tools or by modernising packaging style and website.

And the last fifth is loyalty. Always stay engaged with your audience. A loyal customer is brand's significant asset. Regular connection with potential clients tends to create a sense of belonging and community. If a brand encourages its customers to become trust and make them feel involved in company, they are more likely to have positive associations. In this way, create a good customer experience to keep your audience excited and satisfied.

To conclude about brand marketing, it will work if your central aim is building a strong brand recognition in the marketplace. This long-term strategy helps your business to grow a valuable brand discovering its essential characteristic and benefits. At that point, let think it as a part of the way you tell the story of what your brand is about.

In order for consumers to recognize that your company stands for some values, to associate your products or service with positive characters and to form an emotional connection, a brand builds customer experience through many ways. One of these ways is to take your target audience on a journey by capturing and sharing the stories that embodies human challenges. Storytelling is one of the most powerful techniques to breathe life into a brand. Moreover, it is the art of building and affirming a brand identity through story-driven approach to content marketing. When you tell a story that affects people and resonates with your customers, you create connective tissue between their lives and your brand.

Why does storytelling work? At first, we need to consider that a brand is a perception. As far as you envision consumer's journey as a kind of inspirational story, it helps people fully imagine themselves in a specific situation. The power of storytelling is an ability to connect with people on an emotional level. Secondly, it also makes sense because in ordinary life we use the language as the ultimate way of communicating, expressing our emotions, interpreting facts and simple being. Evolution of storytelling reflects how people learn and communicate over the centuries. In fact, by listening to stories people unconsciously draw comparison between characters and them. For this reason, involving in brands' stories an audience will always keep their attention and remember information better. Finally, when brands give consumers an opportunity to play a role in their stories, they are more likely to remember the brand and adopt its message.

Good storytelling is an emotional investment. It is all about feelings, adventure and the written and unwritten images associated with emotions and needs, in a relationship to what your brand evokes. Stories can help your brand to build suspense, launch cliff-hanger, create empathy and make your customers feel more human. To use technique of storytelling efficiently you need follow three things: narrative (elements that make up a story), conception of what your brand stands for and brand's values relied on people's behaviour. In other words, functional storytelling means that you generate original ideas and build these ideas into stories that engage and fascinate.

Developing a brand, people have an ability to make urban lifestyle more conscious, establish contacts with customers and stand by the best conditions of life. A multinational company, for instance, works with communities in different ways. Companies may communicate closely with communities to alleviate problems such as noise from late-night clubs or water pollution. Equally, companies may become actively involved in local community activities, such as raising money for local schools and hospitals, participate in charity events or sponsor sport teams. This builds a strong connection between the brand and the community. «In many parts of the world, organizations have become the largest employer within a community and also the centre of that community».

In fact, brands play a big role in local communities, they influence on people's behaviour by offering new products and services. Brands create conditions in which people live. At the same time, they also give opportunities for better life. But before building some business companies should do marketing research to make sure that people can afford their offers or really need their product or service. To illustrate: a new café was opened near your office and it may change your way to work in the morning.

Secondly, social events (such as The Day of Ice Cream or Cinema Night) are often held by companies or sponsored by them. It has a huge meaning for local community because residents can be involved actively in the culture life by brand's creativities. If it is an annual city event people will wait for it and make special plans for that day.

Thirdly, companies learn people how to live. Green PR is a way to have positive impact on the perception of people and environment. For example, there are many brands which take things for recycling or collect batteries or ask customers not to forget to bring broken technics in exchange for a discount coupon. Actually, this «green» way is an opportunity to keep in touch with customers and as a result to get good reputation for the company.

Moreover, companies build connections and relationships with people. It is extremely important for brand's loyalty to develop corporate image and communicate polite with customers. Unfamiliar person will become regular customer in the case he feels comfortable in company's environment and being satisfied with its service. Well-trained staff can form habits in communication with clients. Especially it concerns small businesses. Nice gestures to offer extra cup of coffee, to welcome with a smile, to say compliments, to be friendly and polite... All these little things can help customers to feel like at home coming to local business, to be pleased and trust the company. When company knows its customers, they talk in the same language that helps both to build great relationships and effectively develop business.

Nowadays countries go through difficult times within pandemic and unceasing culture wars. By the reason of political and economic changes our world seems more divided than ever. Today's circumstances had an impact on all areas of society. As was already said above, companies are extremely involved in social life. Moreover, brands can even be the core of general conflicts. While world market situation presents challenges for businesses, marketers face social dilemma: to demonstrate the values and not affect the feelings of minority. Brands increasingly enter the social debates whether they want or not. But on the other hand, those challenges make an opportunity for countries. Because every brand has a choice, and it can be taken for global peace.

The truth is loyal companies need consentaneous audiences to grow their businesses. Initially it seems vital to precise the target segment to get the marketing efforts more effectively. But, as Byron Sharp shows in his book «How Brands Grow», the key to brand growth is to appeal to more people and drive penetration, not to niche segments. Most important part of developing brands, especially international businesses, is having the cross-cultural audience united. That is why executives have to improve their efforts at connecting with large audiences by presenting the companies' values and beliefs in meaningful ways that resonate with a broad and united group of people.

Brands face the challenge to urge people all over the world and appeal disputing communities in ways that are authentic to the role the brand plays in social lives. Executives should ask themselves if they can represent brand's values without alienating people and creating a reason for dispute. For brand marketers and advertising agencies, the main purpose remains to bring people together. «One lesson: brands driven by values or conscience can provide unity, but not through ads alone. Agencies must provide marketers with ideas that go beyond traditional messaging, with experiential, social, technology, and business model solutions to help address a societal need and do good in the world».

The good news is there are global brands which have already taken some steps to provide unity through their messages. Snickers run their «Hungerithm» campaign that set the price based on Internet's mood to make people fun and demonstrate empathy through humor; Google found the way to come two people – who have not seen each other in a really long time – together and showed how people can love; Shiseido announced the «Relay of Love Project» in the hope that everyone affected may return to health and safety as soon as possible; «We believe no matter who you are, where you're from, who you love or who you worship, we all belong. The world is more beautiful the more you accept», – was the message of Airbnb in their

«We accept» campaign. All these examples demonstrate that brands can make efforts that boost «togetherness» in the world in the manner of their own core values.

In conclusion, discovered information gives us insight of how brand really works and what its opportunities. Due to brands influence on culture, small businesses have an ability to make our life better. The goal of my research was to look on the brand perspectives differently and prove the potential mission of global brands. The implications of this study can be used in developing companies in a way to bring people all over the world together.

Going back to the first question of the study, brand is a universal language of communication between an organization and people. It is about creating a message and getting feedback. Successful brands always listen to their customers. They are based on values that makes sense to many people. Sharing these beliefs with wide audience is a proven way to unite warring factions across the world. By connecting like-minded people through content and experiences that go with the lives and interests of consumers, brands can play a role in helping to fulfil basic emotional need – the sense of belonging. Speaking the brand’s language, the global mission is bringing people together. Finally, brands have all the opportunities to provide unity by bringing their products and services to life.

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NATIVE SPEAKERS VS GLOBAL BUSINESS

Abstract. *The article analyzes the problems of perception by global business of local companies, which are the first stage of the global economy.*

Key words: *business process, native speakers, globalization.*

Communication- is a complex concept that summarizes both a conversation with another person, a group, or just an abstract set of people, and modern technologies that allow us to run a business thousands of miles from home. And the success of this communication depends fully on 3 parts: the one who initiates the communication, the one who receives the information and the transmission channel itself. But nevertheless, success is a subjective concept. Each person will answer the question about the success of a particular operation in his own way. Someone will consider the minimum possible positive outcome to be success, while others need everything to be perfect.

Imagine that you are riding a bus. You know that your stop should be soon, but you don't know how the area around it looks like, so the windows will not help you. All you have is a description of the area in which it is located. In front of you is a full bus of people who you can ask about when the stop you need will be, but this is not an ordinary bus. In this bus seats are randomly assigned to native speakers from all over the world. And each language corresponds, in percentage, the same number of places as in the real world is the percentage of the prevalence of the language. What can you do? What language to use? Time is running out, just a couple more minutes and we will definitely pass the desired stop. There is time left only to 1, maximum 2 questions. Of course, the most obvious option would be to ask in the world's most spoken language. However, this is where the problem lies.

Business is organized in such a way that its inner complexity sometimes drowns out the voice of common sense. Often, corporate CEOs do not consider factors that critically affect the bottom line. For example, world languages are often used for business negotiations, the importance and prevalence of which, of course, is extremely high, but there are areas in which only small local companies are good. Let's go back to our bus metaphor. You ask in English what is the name of the stop located in the area of the jade sellers. Surprised by this question, about 5 out of 100 passengers of this bus are looking at you [1]. But how is that? Why so few? And why are they silent? This is the snag of our conditions. Yes, English is widely spoken throughout the world, but the number of native speakers is only 30% of the total mass of the English-speaking population [2; p. 411]. And the answer to the question we are asking is not known to these people.

In matters relating to the activities of small businesses, big business is extremely clumsy. It is difficult for it to adapt to the model that unique products of local production are made not by large corporations, but by small facilities. This is usually a family business, sometimes without even having its own email domain name. And even more so, if this family is engaged in the sale of homemade jade products in their small town, then the probability that they speak

English tends to zero. Of course, the situation is extremely exaggerated. However, this is just an example of the fact that communication with small businesses often cause certain linguistic inconveniences for the customer.

Why does a big business need a small business at all? It's simple: the supply chain. While transnational corporations have conquered 70% of the world's trade, they control only 50% of the extraction of resources and their initial processing [3; p.2]. Therefore, a large part of the primary processing market is controlled by small businesses, which require more careful attention from the big business in order to successfully negotiate supplies.

Don't forget about the other side. For small companies the sale of their goods to multinationals is a source of huge profits. As a rule, such households supply goods to the local market, and only a small part of this ends up in the hands of large companies. Therefore, concluding a contract for the supply of large quantities of a product to a company whose market size exceeds the local one thousand times is an incredibly profitable offer. Many small businesses, whether they are retail, wholesale, manufacturing, or service businesses, consider other businesses to be significant or major customers. Meeting the needs of corporate customers is in many ways no different from meeting the needs of the retail industry. Serving corporations includes everything that employees do in order to satisfy the needs of ordinary customers. However, corporate clients sometimes have different needs and priorities than individuals, and small businesses that do not recognize these differences are unlikely to provide services that will be acceptable in the long run [4]. For example, delivery times are often much more important to businesses than to loyal customers. Late provision of a service or product may represent little more than a minor convenience for a private sector client, but it could mean significant financial loss for a corporate client.

Small business owners are painfully aware of the fact that the loss of a single corporate client often represents a far more serious blow to the business than the loss of many retail customers. The more a small business does business with large corporations, the further it moves away from its retail market, and the more it begins to resemble a large company, both in the way they do business and in the communication they use. But as soon as such a company completely leaves the local market, a new player will take over it, and the situation will repeat itself. We will again have a small business, consisting of members of the same family, who will not speak international languages and will not enter the world market until a corporation is found that can realize the benefits of working with such a supplier.

So, as we can see, in business communication, it is not enough just to use the most popular language. One should always think about the context of events. So, all parties to the contract will be able to receive benefits. In the modern economy, multinational corporations are responsible for the development of lagging markets, so they have to shoulder such a difficult task as communicating with suppliers who are speakers of various languages, sometimes very rare. With all the features of their culture, mentality and differences from the usual faceless giants.

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ECONOMIC FUNDAMENTALS OF SMALL-SCALE FARMING

Abstract. *This article describes the cultivation of agricultural products, the costs associated with planting, care, harvesting, and its implementation, and threceipt of revenue from this type of activity.*

Key words: *business, agriculture, expenses, income, profit, unified agricultural tax, peasant farming.*

Nowadays, one of the most promising areas of small business is **agribusiness**. A huge number of new technologies, tools, and methods are emerging in this area. The development of domestic agriculture is also relevant at the state level. A number of support programs have been developed and implemented, in order to stimulate it. There are also various tax benefits, a special tax regime has been created, which is based on a profit tax of 6 percent, which reduces the tax burden compared to other taxes. Farming is hard, physical, and painstaking daily work and often you have to do a lot of things yourself. The most unpredictable sphere of human activity is agriculture. After all, it largely depends on both the climate and the weather conditions. The impact of weather on agriculture includes many meteorological components. Firstly, it is the amount of precipitation. Secondly, the ambient temperature. And finally, solar radiation [1]. Moreover, farming requires quite large investments associated with the need to purchase various equipment, construction of storage facilities, their warming, and so on.

Everyone is used to the fact that agriculture is associated with large collective farms that provide agricultural products on an industrial scale, but few people remember small farms. However, on such small agricultural plots, you can find high-quality products. In this article, I will tell you about a farm economy that has been working for several years and which is engaged in growing potatoes and cabbage. The cultivation of these types of vegetables goes through the following stages of production [2]:

In April, preparations for the new season are underway, the following items are purchased:

1. Cabbage seeds, you need to buy them every year.
2. Potato seeds, it is better to update them every 3 years, so that there is a high yield and various diseases do not appear.
3. Fertilizers, without them, is very difficult to grow anything and get a good harvest, but we try to use more organic fertilizers, use fewer chemicals so that the product is environmentally friendly.
4. Various plant protection products are necessary to control various pests and weeds.
5. Fuel for tractors and trucks.

In mid-April, approximately, when the night temperature will be above zero, we begin to sow cabbage in cassettes in the greenhouse. After sowing, we start to take care of them, water them in a timely manner, fertilize them. The weather is very difficult to predict, at night there may be frosts, then you will have to heat the greenhouse to maintain the optimal temperature.

After this, it is necessary to prepare the equipment for the season and carry out maintenance. It includes replacement of consumables, changing the oil in tractors annually, lubricating various units for tillage, planting potatoes and cabbage. And in early May, when the temperature of the soil and air reaches up to 7 degrees, spring fieldwork begins:

- Firstly, we apply fertilizers with the help of special equipment and make a moisture closure, this should be done in the shortest time since in the spring the land dries quickly and loses a huge amount of moisture, which negatively affects the amount of harvest.
- Next comes the pre-sowing preparation of the soil, this integral part of the treatment system is carried out to create favorable soil conditions necessary for seed germination, further growth and development of the crop, and high-quality harvesting.
- After these works, we plant cabbage seedlings in the field, where the soil was treated with a herbicide against weeds.
- We also continue the spring fieldwork by planting potatoes. The main task of cultivating the soil for potatoes is to create a deep, loose, and sufficiently moist arable layer. Also, the treatment should ensure that the areas are cleared of weeds, pests, and fertilization.

At these stages, there are costs for fuel, equipment maintenance, plant protection products, fertilizers, labor costs for workers, and electricity.

After sowing, these crops must be taken care of:

- Cabbage should be hoed, weeded, and protected from various pests that can affect growth negatively, yield, and it should be sprayed in a timely manner against beetles. It is also indispensable to feed the cabbage with fertilizer.
- After planting potatoes, it is also necessary to form a crest of a certain shape, loosen the soil to create favorable conditions for the growth of potatoes. It is also necessary to use herbicides against weeds. Further, during the summer, you need to process potatoes approximately four times against phytophthora and alternariasis. Also, potatoes must be fed with fertilizer in a timely manner to increase productivity.

When caring for these crops, there are costs for fuel, fertilizers, and plant protection products, for the maintenance of equipment, for the payment of labor to workers take place.

In July and August, the collection and sale of early and medium-sized varieties of cabbage take place. We get the first revenues of the year.

Next, in August, it is necessary to prepare machinery, equipment, storage facilities for harvesting potatoes and cabbage. In September, potato harvesting and storage begin:

- As the potatoes ripen, we mow the tops 2 weeks before digging, so that the peel of the fruit does not peel off and becomes dense, which ensures long-term storage of the tubers.
- Next, we dig up the potato with the help of a harvester and take it to the warehouse, where potatoes are sorted through special equipment with a conveyor, which is brought from the receiving hopper to the beater. It already fills the storage in bulk.
- It is also necessary to dry the potatoes after laying to storage with a special climate control system.
- And during the autumn and winter, it is necessary to maintain a temperature of 3 to 5 degrees in the room. As high temperature increases the respiration of vegetables, which leads to evaporation of their moisture, while decrease in temperature leads to freezing and spoilage of vegetables.

At this stage, we have significant costs associated with harvesting and laying for storage. These are costs for fuel, maintenance of technics various equipment, electricity, and labor costs for workers.

But some part of the total volume of potatoes that we do not put in storage, we sell and receive revenue but during the mass harvest at this time, the prices for the products are quite low.

Next, in October, the harvesting of late varieties of cabbage from the field begins as well as their laying in the storage. The optimal temperature for harvesting cabbage is from 0 to 5 degrees. In this range, the breathing process in cabbage heads slows down, which means they will keep fresh for a long time.

- Before harvesting cabbage, it is necessary to treat it with special protective equipment in order to keep it longer in storage.
- Next, we cut each head of cabbage with a sharp knife, leaving the lower leaves and the fruit stem, from 3 to 5 centimeters long. This will allow you to transport the crop more safely and store it longer.
- The next stage involves loading the cabbage into special containers, which we transport to the storage with the help of tractors and carts.
- At the base, we unload the containers with cabbage using a loader and put them in storage.
- To maintain the harvest's quality throughout the winter, we keep the optimal temperature – from 0 to 2 degrees with a humidity of 95 percent with the help of fans.
- Also, after harvesting the cabbage in the fall, it is necessary to treat the field with a disc cultivator, on which the cabbage was grown since there are remnants of vegetation.

When harvesting cabbage from the field and the laying for storage, there are costs for fuel, labor costs for workers, for means of protecting cabbage, maintenance of equipment, and electricity.

Having filled the storages with potatoes and cabbage, we are engaged in its implementation from December to March. We pack the products in vegetable nets with the help of special equipment and hired workers. Next, with the help of a loader, we put pallets with nets into trucks. The main and most of the farm's revenue comes from this period of time. Also in winter, when selling products, there are costs associated with the payment of workers labor and electricity, maintenance of equipment, and the purchase of vegetable nets.

And with the arrival of spring, these processes associated with growing vegetables, we start again and this happens every year.

This year, the potato yield in Russia was quite low. According to the Ministry of Agriculture and Rosstat of the Russian Federation, in the spring of 2020, agricultural producers had a decrease in planting areas from 300 to 280 thousand hectares. This was caused by difficult weather conditions. But the demand in the potato market today is very high and the price, accordingly, is high compared to last year. Also this year, prices for fertilizers and seeds have increased sharply, which means that the costs will increase so you will have to invest more [3] [4].

Summing it up, we can conclude that farming is a very complex, heavy, and physical activity that requires large investments. And every season during the year, the farmer incurs huge expenses, puts great effort into the work, without anticipating the further result. Firstly, there can be a poor harvest. Secondly, it is difficult to predict what will happen to the prices of products: a farmer can make a good profit, go to zero, or even suffer losses. But it is very difficult to imagine our life without domestic farmers. This industry occupies the most advanced place in the production of food for the population.

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DEMOCRACY AS A SUBJECT OF SPECIAL STUDY IN A FOREIGN LANGUAGE

Abstract. *Communication is always made up of several factors, especially when it comes to democracy. It is such a political regime that can characterize our state. But do we know everything about democracy? Because lately more and more people are talking about freedom, but at the same time they do not distinguish it from the concept of democracy. In this article, I have examined the positive aspects of this political regime and presented a spectrum of reasons on this topic.*

Key words: *a political regime; direct democracy; political stability; democratization of the society; a political culture; a politician.*

Professional communication is always a complex process that consists of several parts, and discussions are of vital importance because it is in the dispute that the truth arises. Further, a person needs to have their own professional experience in certain areas and know the vocabulary that will help express their thoughts. Since many words in English do not always have an equivalent in another language, disputes about this or that concept become especially informative and interesting.

This article gives an overview of the definition of «democracy» [1] as one of the stumbling blocks for most politicians, for instance, for General Charles de Gaulle, Queen Elizabeth II of Great Britain, Chancellor Angela Merkel, Russian President Vladimir Putin, and others.

The modern form of democracy is a global issue for many nations and generations. But why does the most popular political regime around the world have a problem with its meaning? There are different points of view on this topic, but this article will focus on the positive aspects of democracy [2].

Firstly, from a political point of view, democracy is a government policy that reflects the interests of citizens at large. It means that most people's votes are taken into account when solving important issues in the social and economic spheres. And the positive aspect consists of the people having power in the state. It is the only course of authority in the government.

Secondly, if one lives in a country, where there is a democratic political regime, they will be guaranteed political stability by bringing the «outputs» of government into line with popular «inputs», so generating equilibrium. And this balance of rights is very significant for this regime.

Thirdly, democracy promotes a high layer of education and personal development by allowing citizens, through political participation, to gain insight into how their society operates

[3]. In my opinion, the awareness of citizens of their direct participation tells us about the birth and formation of civil society.

Consequently, an important positive influence of democracy is a free life for everyone in all its forms. There are cultural, social, or religious spheres.

Is society more democratic if more people participate in governance (e.g. elections)? This question, at first glance, implying an obvious answer about the direct dependence of the share of people's participation in politics [4] and the level of democracy, is not so simple.

Democracy, in its most widespread understanding, that the ancient Greeks [5] (a direct translation from ancient Greek – democracy), that Lincoln in the Gettysburg message – government of the people, by the people, for the «people» (government of the people on behalf of the people for the people), assumes the participation of the majority. It would be fair to assume that the larger this majority is the more «democratic» democracy is.

Key arguments lie in the precise definition of democracy, direct democracy has limitations, the level of political culture is more important than the level of participation. As for the limitations of direct democracy, can the direct will of the people be expressed only through direct democracy? Maybe.

But adjustments should be made to the territorial parameters of the country where they are going to implement this idea and the number of residents integrated into this process.

In a relatively small Switzerland [6], this policy has been actively used for quite a long time, but within the framework of such a large country as Russia, the thought does not seem very rational. Thus, the democratization of society [7] does not directly depend on the number of members of this society directly participating in the political process, since the quality of this participation is more important, that is, the level of political culture, in addition, direct democracy has significant limitations, and the transition from theoretical and philosophical understanding democracy itself in the realm of practical life and a real political regime shows that a democratic state is still more a state than a democracy.

And in conclusion, a democratic political regime always strengthens a community in a big state and social solidarity by giving all people a stake in society by virtue of having a certain amount of freedom, from which we feel secure.

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PRESS TRANSLATION IN INTERNATIONAL COMMUNICATION

Abstract. *The interaction between China and other countries is becoming more visible and it, undoubtedly, affects international translation. Nowadays many people are involved in the press on TV, on the radio, on the internet, etc. In this article I would like to tell about the functions and purposes of international communication, about the basic principles and cultural integration.*

Key words: *english language, press translation, international communication.*

Nowadays English is spoken in all over the world. The English press is a form of written English with unique characteristics. This article is devoted to the study of translation of the press in international communication in China.[1]

International communication is impossible without translation of the press into English. Translation is not only the names of objects and actions, it is feelings, beliefs and security of the world and the ecological environment.[2] Also the qualifications of translators are very important. A translator must love languages and people. He must take root in them firmly and keep pace with the growth. A person involved in the translation must have a deep knowledge of the culture [3].

Nowadays news can be global, domestic and local. There are some soft and hard news. Hard news is daily news, while soft news is aimed at entertaining and advising of readers.

In effective communication, the news has its own particular writing style. The main information is given at the beginning. The structure of the news is often referred to as an inverted pyramid and information becomes less important towards the end of the article.

To please readers, a translation must comply with the following rules: be specific and be positive.

Translation is a bridge in communication in politics, economics and culture. There are three main functions of a language: informative, expressive, and vocal. The core of an expressive function is the consciousness of a creator of the utterance. The core of an informative function is external situations and facts. The core of a vocative function is the readership. The news reportage refers to informative texts.

Translation criteria has always been a controversial issue. The translation language should be consistent with both specific and popular tastes and have maximum readability.

When you translate the news reports, you should pay attention to the following methods: literal translation, free translation (used, when literal translation causes confusion) and literal-free translation

The language of the press is a huge complex that generates many cultural elements. Press language translation is the process of converting one language into another, in which the culture is also transplanted. The press, as the main body of the media, plays an important role in international communication. Thus, understanding different cultures helps translators to better disseminate information [4].

Each nationality has its own culture. While their cultures may have similarities, there are still great differences. Different languages reflect different approaches to life, as well as historical and cultural backgrounds. Cultural differences fall into two main groups: on the one hand, the lack of equivalents in different languages (It is especially true for China, because there is often no English substitute for Chinese words); On the other hand, the same word has different meanings. For example, yellow can be used as a color in both English and Chinese. But in English, it can also mean a person who is depressed [5][6].

Translation is the transformation of different languages, as well as the transplantation of cultures. A message encoded in one culture can be decoded in another differently. For example, for Western people, the dragon is a symbol of evil, but for the people in China, it is traditionally a symbol of power. Over the course of several hundred years, Chinese and Western cultures have acquired a lot in common. Some words have been swallowed up to English, such as «kung fu». Also some of the English words have moved to Chinese, such as «rally» and «GRE» [7].

Press translation plays an important role in the politics and in the economy as well as in the daily life of people in China. It helps to bring China to the world and The world to China. It is very valuable, but also very difficult.

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LOCAL GOVERNMENT: DEVELOPMENT OF THE INSTITUTE OF CIVIL SOCIETY IN THE RUSSIAN FEDERATION

Abstract. *This article is devoted to the history of the development of local government in the Russian Federation. A comparison is made of the ways of development and formation of*

local government in Western Europe and on the territory of Russia. The characteristics of local government are also presented, the relevance and significance of its development is indicated. The article generalizes existing contemporary problems and their solutions connected with local government in Russia. This work was written in order to be interesting not only to people involved in the field of law, but also to ordinary readers.

Key words: *local government, civil society, municipal authorities.*

The modern world demands from a person a great outlook and erudition. He or she has to possess high-level understanding of almost all spheres of social life. The sphere of direct regulation and organization of our life is an important part of it. Local government is one of the instruments of such direct regulation: it is present in life of every person on a day-to-day basis. The purpose of this article is to familiarize a reader with the phenomenon of local government and development of this institution of civil society in Russia. I set the task for myself to make this work interesting not only to people directly involved in the field of law, but also to ordinary readers.

What is a local government? In Russia, local government is a form of people's implementation of their political power that ensures within the limits established by the Constitution of the Russian Federation, Federal Laws and the laws of the constituent entities of the Russian Federation, an independent and under their responsibility decision-making process carried out directly by the population. Local government tackles issues of local importance based on the interests of peoples, taking into account historical and other local traditions. To put it simply, local government is a kind of organization of citizens, whose activities provide an independent solution of local issues. Also, local government carries out management of municipal property for interests of all residents of the territory. The structure of local government consists of the representative authority of the municipal formation, the head of the municipal formation, the local administration, the controlling and accounting authority of the municipal formation and other authorities.

If we turn to the text of the Constitution of the Russian Federation and analyze it, it will be possible to see that formation of civil society is one of the leading directions of the state's activity. Civil society is a kind of a consolidation of free citizens and voluntarily formed associations and organizations that don't interfere directly in the realization of state power but express private interests of citizens in various spheres. This is a kind of ideal society, to which people should aspire follow. Local government is one of conditions for existence of civil society. The Constitution of the Russian Federation defines local government as one of the bases of the constitutional order and excludes it from the system of government authorities. But this doesn't mean that the state and local government, due to independence of the latter, are opposed to each other. On the contrary, they operate in the closest connection with each other. In both cases the main source of power is people. The state is responsible to society, and society is responsible to the state. The representatives elected by citizens can and have the right to influence on the state, thereby enforcing requests of society. In this case, local government is a kind of some communication channel between ordinary people and the supreme power. So, it is very important to develop local government as one of the bases for strengthening of civil society.

I would also like to point out the fact that local government acts not only as a communication channel and implementer of human rights and freedoms, but also as a "tutor" of active citizens. It forms such personal qualities as initiative, enterprise, responsibility and independence. It also forms the basis of cultural and legal literacy of people. Local government helps to unite society, people begin to realize that they really can change their lives for better, they aren't alone and will be heard. In my opinion, it is very important to save an autonomy of local government and to prevent its inclusion in the system of state authorities. In this case, the formation of a hierarchical structure is possible, where the "bottom" tier obeys the "top" tier. It

means that local government will stop to exist as a phenomenon, and instead of it a state administration system will be implemented on a local level.

Let's turn to the European experience in the establishment and implementation of local government. More than 60% of decisions taken at the pan-European level have a direct impact on municipalities and regions, and from 70% to 80% of public investments in Europe are made by local and regional governments. What contributed to this? At the first General Assembly of the Council of European Municipalities in 1953, local representatives were elected from the European countries that had adopted the European Charter of Local Freedoms. For the first time, a document adopted by local politicians marked and qualitatively defined the rights of villages, municipalities and towns towards national governments. Then, 30 years later, the Council of Europe adopted the European Charter of Local Government, which was largely based on the Charter of Local Freedoms. It is considered the most important document that defines the fundamental principles of the functioning of local governments. The Charter obliges states to consolidate their legislation and assure widespread implementation of legal norms, thus guaranteeing the independence of municipalities. Also, it establishes the need of constitutional regulation of the autonomy of local government. Local authorities should carry out managerial activities in the interests of local population and be responsible for their decisions. The principles of the Charter are applied to all types of local government. Summarily, 47 countries have already signed the Charter. The group of signatory states includes Russia, who has ratified the document in 1998.

Now let's turn to the history of local government in our country. In the beginning, it is worth noting the existence of a community (*obschina*) as the principle self-governing association in Ancient Rus. The highest governing body of the community was called the *veche* – the people's assembly, at which the main issues of the social life at the time were solved. Each *veche* had a strictly defined function. All local government bodies acted on the basis of the law established by the national *veche*. As a form of democracy, *veche* existed in Novgorod and Pskov until the end of the 15th century, and then it was liquidated in the process of centralization of state power by Ivan IV (also called «the Terrible»).

In 1720, Peter the Great reorganized local government in cities. City magistrates were created, that operated like collegiate institutions, consisting of a president, 2-4 burghers and 2-8 *ratmans*. The executives of these institutions were chosen by the permanent residents at meetings, but there were certain rules of election.

Alexander II established the Regulations of provincial and district *zemstvo* institutions, which were charged with the task of managing the property and financial assets of the *zemstvo*, the arrangement and maintenance of buildings, structures and communications, belonging to the *zemstvo*, as well as taking measures to ensure food supplies, proper management of local property insurance, development of local trade and industry, etc.

The electoral system was based on the property and the estate principles. Electors of local government bodies (*zemstva*) were divided into three *curiae* (groups): county landlords, urban electors, and representatives of rural communities. Elections for the peasant *curiae* were multi-stage. Representatives from rural communities were elected during *volost* meetings, of which were electors, and from the last – which can be roughly translated as deputies to the district *zemstvo* assembly.

The activities of *zemstvo* institutions were aimed at solving local economic issues. They managed to make a significant contribution to the local household economy. They played an important role in raising a cultural level of village, in spreading literacy, spreading of availability of medical services, development of industry and communications.

In Soviet times, Soviets of Workers', Peasants' and Soldiers' Deputies were created, as a result of the 1917 revolution. They, firstly, developed a model of a new type of self-governing classless society. However, the decentralization of authority, relative independence of local government contradicted practical tasks of «the state of the dictatorship of the proletariat». In practice, government politics acquired an expressly centralized character. The old bodies of

local government were liquidated and new ones – Soviets – were created. The activity of the Soviets was based on the principle of unity of the system of Government – the strict subordination of lower bodies to higher ones. Despite formal proclamation of independence and initiative of local authorities, these principles were never implemented.

On April 9, 1990, the USSR Law «On the General Principles of Local Government and the National Economy of the USSR» was adopted. It defined the main directions of development of local authorities, the principles of their formation and activities as local government bodies. Corresponding changes were made to the Constitutions of the USSR and the RSFSR. According to the Law of 1990, the implementation of local government was proclaimed within the boundaries of administrative-territorial units. The next step was the 1991 Law «On Local Government in the RSFSR». Local government was defined as a system of organizing citizens for independent decision-making concerning issues of local importance based on the interests of the population, local characteristics and traditions. The formation of local government was realized on the basis of the existing system of local Soviets. Local administrations replaced the executive committees. At the same time, according to the 1991 Law, local government bodies were endowed with competence, which could only be changed by law. The republics received the right to adopt their own laws about local government, and city and district Soviets – charters. In the development of the 1991 Law of reforming local government, a significant role was played by the Decrees of the President of the Russian Federation of 1993. According to the Decrees of the President of the Russian Federation, the head of local government appeared. Also, the right of heads of local government and officials of local administration to become members of a representative body of local government was established. The 1993 Constitution established a number of fundamental principles for the organization of local government: the right of the population to implement local government, independence in solving issues of local importance, the isolation of local government bodies from public authorities, the principle of joint jurisdiction of the federation and its subjects on the establishment of general principles for the organization of local government. In 1995, the Federal Law «On General Principles of Organization of Local Government in the Russian Federation» was adopted., laws about local government were eventually adopted in all subjects of the Russian Federation on the basis of constitutional principle of joint jurisdiction of the federation and its subjects over the issue of establishing general principles for the organization of local government. They reflected features of the territorial organization of local government in each region of Russia. The 1995 federal law also had certain disadvantages, the main of which were: uncertainty in defining the competence of municipalities, underdevelopment of mechanisms of interaction between state authorities and local government, incompatibility of financial resources of municipalities with the scale of real issues to be solved.

Generally, most of the problems were the result of the immature formation of local government, where self-government institutions arose not as a result of a natural movement «from below», but as the initiative «from above». This is the main difference between the formation of local government in Russia and the formation of local government in the Western states, where this process has been carried out in a reversed manner.

What problems are encountered by the local government of the Russian Federation now and how can they be overcome? First of all, if you look at how the implementation of the Federal Law «On General Principles of Organization of Local Government in the Russian Federation» has been carried out, it can be concluded that the state policy in the field of local government partially deviates from principles of the European Charter of Local Government. For the most part, the principles, setting out in the Federal Law, are recognized as declarations instead of real facts. The problems associated with local government are pointed in the final document of the Russian Congress of Municipal Formations.

The most serious problem at the present time is the low social activity of citizens. In general, the attitude of citizens to the idea of taking part in local government activities can be described as indifferent. This happens for different reasons: mistrust in the authorities, fear of

losing the job. To overcome this problem, it is basically proposed to carry out an active information campaign in the youth environment and to form a positive image of local government in the media. Support for social initiatives and development of local civic engagement are also encouraged.

Also, among the main problems are the unsatisfactory financial and economic situation of municipalities. Currently, the gap between cities and settlements is widening. Among the other factors we can name hindering stabilization of local finances and municipal economy, a decrease in assistance from the higher authorities. Programs for social-economic development of municipalities should become an integral part of federal programs. The most important condition for development of municipalities is to attract private investment. Programs should be developed and implemented to stimulate cooperation between municipalities and businesses.

The problems of communal infrastructure are expressed in high wear levels and low efficiency of the housing stock and communal networks, ineffective functioning of a significant number of homeowner associations. It is necessary to improve the efficiency of management of apartments by upgrading the skills of specialists from management organizations and housing cooperatives, as well as initiating comprehensive modernization of the housing and communal services sector.

The problems of rural areas are connected with the fact that the majority of settlements lacks the necessary organizational, material and technical resources for social-economic development. This problem is closely related to the financial and economic situation of municipalities.

Meanwhile, sustainable social-economic development of municipalities is the most important condition for ensuring high quality of life for citizens. It is necessary to declare the preservation of schools in sparsely populated rural areas as a state task of high priority to ensure the preservation and development of social infrastructure in rural areas, including the preservation of post offices and banks.

The solution to all the problems is impossible without the adoption and implementation of federal target programs. In my opinion, the main problem is that of low social activity of citizens, because local government itself presupposes the presence of initiative on the part of residents. It is necessary to develop people's understanding of the importance of this institution, and then the effective and efficient solution of other problems will be found.

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FOREIGN LANGUAGES AS A WAY TO PROFESSIONAL COMMUNICATION IN TRADE

Abstract. *The paper reviews the role of foreign languages in economic sphere. It explains the gravity model of trade, provides statistics about the probability that randomly chosen people will be able to communicate. The priority of languages is revealed. This study explains the difference between two important terms, such as “the international cultural process and international relationship”. Article clarifies the reason for the union of China and Russia.*

Key words: *randomly chosen countries, international cultural cooperation, gravity model, cultural seasons, proficiency rates.*

Using the state language of a country outside its borders is an important criterion reflecting the success of creating its positive image on the world stage. The ability to speak any foreign languages means positive individual economic payoffs, embodied in better employment opportunities and higher wages, in addition to non-pecuniary benefits such as being able to visit foreign countries, study and live abroad, meet new people, read foreign books or newspapers.

It is known that a broad knowledge of languages plays an important role in trade. Using the same language makes communication more comfortable and transactions more operative. Exchange beneficial to both sides is possible without language, but the process requires more money. Moreover, the result can be unpredictable. There is a probability for errors and misunderstandings without any language. And the costs can also increase.

If people in two randomly chosen countries speak the same language, they will be able to communicate with each other more efficiently. Consequently, trade between these two countries will be more facilitated, low-priced, and, in turn, more intensive.

It is important to know that there is no need to admit languages as official in both countries in order to foster trade. It is common knowledge that the English language is the language of trade. And it does not matter if neither of parties allies is from English speaking country, since it is enough to have basic knowledge in this foreign language.

Gravity model of trade

While most gravity-model analyses consider only official languages, Mélitz (2008) goes a step further: he believes that indigenous languages and established spoken in a country also take place. Chinese is spoken in a number of South Asian countries even though it is not recognized as the language with an official status. Based on this, the key is that it remains basic to the fundamental languages of indigenous peoples or otherwise established in the country. Accordingly, information is collected only about those languages which main speakers use, i.e. established (ethnic minority) population of each country (including bilingual or multilingual people). Nowadays, minor languages are not taken into account, which are learned as foreign and which could facilitate economic interaction and trade especially. Trade relations, for example, between Greek and Swedish companies are more likely to be facilitated in English rather than Greek or Swedish.

In contrast to Mélitz, for us it is important to pay attention also to secondary speakers. Not only the native languages of the respondents are considered, but also three others which they can speak. The purpose of the survey is to find out the possibility that two randomly selected people will be able to communicate with each other. Such communicative probabilities are used to investigate the effect of languages on bilateral trade flows in Europe. According to research the average probability that two randomly picked individuals from two different countries will be able to communicate in English with each other is 22% (considering both native speakers of English and those who speak it as a foreign language). The English language plays a particularly important role. What about French, German and Russian, they give inclusive results.

Causality between trade and language proficiency is mutual. Countries where people can easily communicate with each other a hundred to one will continue to communicate and trade. And residents whose orientation is trade are likely to learn each others' language and culture.

Speaking about gravity model, one has to take into account the population size of two places and their distance. It is clear that larger places attract people, ideas, and commodities more than smaller places. Moreover, places closer together have a greater attraction. That's why the gravity model incorporates these two features. And taking into account the common official languages of countries is one of the main functions of the gravity model. Generally, the gravitational model is hardly ideal. Though it intertwines with physics, but it is not quite correct to fully be guided by this model, since the results of unpredictable human decisions are measured.

Data

Thinking about the question of the influence of cultural factors on international relations, it is necessary to consider such term as international cultural exchange. It contains characteristic features of culture and reflects stages that are connected with processes of communication between countries. The difference between the international cultural process and international relationship is significant. The first definition means a constant process, which does not depend on the political situation in the world and is possible even in cases conflict situations between states. And the second one is a set of economic, political, legal, ideological, diplomatic, military, cultural and other ties and relationships between two sides operating in the world arena. And a special place nowadays has «international cultural cooperation». Therefore culture means an extra arena of the most continuous interactions between people of different nations. Nowadays, cultural exchanges reflect the characteristics of modern international relations and development of culture at the current stage. So, the main forms of international exchange are contests, festivals, competitions, scientific and educational conferences, united cultural projects.

What about cultural seasons, they have a specific role. They promote the implementation of the principles tolerance in the consciousness of citizens with the help of culture. Acquaintance of residents with the culture of another country affects the political and economic exchange. Russia and China can serve as an example of such relations. Cultural exchange increased in 2006. Among joint arrangements there is the Russian-Chinese youth

orchestra under the direction of V. Gergiev. And tourism is also one of the most famous forms of cultural exchange between countries. It is a part of Russian-Chinese relations as well.

Now in 173 Chinese universities, about 35 thousand students and postgraduates study Russian language. Among Russians, the popularity of the Chinese language has also increased tenfold or more over the past 20 years. All in all, in Russia, according to various estimates, «from 60 to 80 thousand people study the Chinese language, because there is a great interest in the culture of China, and in history, and, of course, in business interaction with China».

Empirical results indicate that common languages are an important part of fixed costs related to market entry, thus influencing mainly the extensive margin of trade. In particular, common language between two countries increases the probability of bilateral trade by 10 per cent.

It is known that English is the language spoken by the largest number of Europeans. 33 percent of them use it, basically, they speak fluently or just well. People in seven EU countries (Cyprus, Denmark, Malta, Netherlands, Sweden as well as Ireland and the UK) are fluent in English. And only in Hungary and Turkey there is a lack of professionalism in English. And Germany and France have slightly higher rates. It is curious to note that no language attains a 100% proficiency rate. And this is because of immigrants and minorities who do not possess good enough linguistic skills.

There is a rule that in three countries at least 10% of the population must speak the languages of the channels. These are English, German and French. Russian can also be included. English is clearly the most likely duct for inter-country communication.

In general, we found out that two studies focus on relationship between bilateral trade and languages: Hutchinson (2002) and Mélitz (2008). Hutchinson focuses on the role of English in trade relations between USA and selected countries. And Mélitz goes beyond official languages. He takes into account all indigenous or established languages spoken by at least 4% of the population. Such languages are likely to play an important role in facilitating trade and economic relations in general.

The advantage of the analysis is that it considers information about 29 European countries. A Eurobarometer survey confirms the received data. And certain group of people was asked to list their mother's tongue and up to three other languages that they 'speak well enough. Additionally, the respondents were asked to rate their linguistic skills as basic, good or very good. Regarding this issue, interviewers excluded those with basic skills and included those who speak each language well, very well or as native speakers. The survey is nationally representative. That is why it is expediently to use it in order to estimate the share of each country's population that speaks each language. This data reports bilateral trade flows among the 29 countries between 2001 and 2007.

Very interesting figures are obtained. English is the language spoken by the largest number of Europeans. 33% are extremely well-versed. The majority of the populations in seven EU countries (Cyprus, Denmark, Malta, Netherlands, Sweden as well as Ireland and the UK) are proficient in this language. What about Hungary and Turkey, they have a low criteria (below 10%). German is spoken by 22%, French by 17% and Russian by 4%. And these languages are spoken mainly in their native countries. It is noticed that no language has a 100 % proficiency rate in any single country, regardless of whether it is native or not. This happens because of immigrants and a part of populations that does not possess sufficiently good linguistic skills in the host-country language.

That is why instead of using the proficiency rates alone, Mélitz's study estimates the probability that two randomly chosen individuals from countries i and j will be able to communicate in language or set of languages f as the product of the average proficiency rates, and in the two countries.

In this case it is not important to define if it is a native speaker or a person who speaks it as a foreign language.

So, 32 languages are taken into account. It is obvious that only part of them is served as conduits of intercountry communication. Conduit languages should be spoken by at least 10% of the population in at least three different countries. The result shows that the English, German, French and Russian are more popular among other languages. This relatively strict definition leaves out the Italian, which is spoken by Austrians, Belgians, French, Luxemburgers, Croats and Slovenes. Spanish has a similar story. It is spoken widely in the EU, but has relatively small linguistic constituencies in Europe. It includes Austria, Denmark, France, Germany, Netherlands and Portugal. This list also implicates Swedish and Hungarian.

Consolidated communicative probability reveals that those who speak English, German and French have communicative probability exceeding 1, as some individuals speak two, three or even more languages at the same time.

Bilateral intensity of trade and someone's knowledge of foreign languages can have an effective aspect. People are inclinable to learn languages which they can subsequently use in their job, business or social life. And external economic activity of Russia in 2020 confirms the fact that the penetration of a foreign language into the country plays an important role on the way to a successful economy between the allied countries.

Russia, for example, communicate with China in a greater extent, as Russian people and Chinese master each other's languages. Among Russians, the popularity of the Chinese language has also increased tenfold or more over the past 20 years. In China over the past twenty years, the Russian language has become more popular and spread.

There are also many agreements that help to strengthen ties. There is an Agreement between the Government of the Russian Federation and the Government of the people's Republic of China on the study of the Russian language in the People's Republic of China and the Chinese language in the Russian Federation on the study of the Russian language in the People's Republic of China and the Chinese language in the Russian Federation, an Agreement between the Government of the Russian Federation and the Government of the people's Republic of China about cultural cooperation, etc. So, the numerous relationships between these two countries only prove that mastering a foreign language has a direct impact on the economy. Their joint efforts to improve humanitarian cooperation serve as proof of successful cooperation in the humanitarian sphere, which helps in the future to positively develop the Russian language in China and vice versa.

Conclusions

The fact that language proficiency has a strong impact on trade flows is well understood. Thus, countries that share the same official language tend to trade significantly more with each other. The ability to communicate in a particular language is not related to the status of the official language. It is quite enough to speak it well.

And experience suggests that English plays an especially important role in facilitating foreign trade as it is a widely spoken foreign language at present. And foreign language all in all is a necessary investment. What about the gains from foreign language education, they go beyond its trade effects. There can be more benefits. Science, education, as well as the social sphere are likely to accrue.

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THE ROLE OF ENGLISH IN BUSINESS

Abstract. *The article considers the fact that business is a sphere where people cannot do without knowledge of the English language. Due to the high level of communication, the image and professionalism of businesspersons is determined. Learning English is directly related to changes in the linguistic picture of the world and human thinking.*

Key words: *communication, international contacts, english, partners, business.*

In the modern world, the English language plays an essential role in various spheres of life. This applies to both the entertainment field and education, travel and professional activities. Even simple communication on social networks is not complete without at least minimal knowledge of a foreign language. A foreign language is a vital means of protecting relationships between entrepreneurs, professionals and international companies. Due to the high level of communication, the image and professionalism of business partners is determined.

Learning English is directly related to changes in the linguistic picture of the world and human thinking. Understanding a representative of a foreign language at a conversational level, it is necessary to take into account the cultural and religious characteristics that we study and adopt along with grammar, vocabulary throughout the entire course of the English language. And, perhaps, having a basic level of spoken English, it is enough to say hello, book a hotel room, dine at a restaurant ...

But if you have a business partner in front of you? Needless to say, for doing business, knowledge of the corporate English language is a way to expand your opportunities, discover unexplored roads and make new business contacts. Business English is about more than interviews and resume writing. When you enter a business, you need to make presentations, negotiate, answer phone calls, write service letters and conduct business correspondence, sign contracts, etc.

With the growth of international business, it became necessary to use a single language. English was the perfect candidate because it was already spoken as a first or second language by many people around the world. It is currently spoken by over 500 million people in many territories, including the United Kingdom, Canada, the United States, Australia, India and South Africa. Thus, Business English is the primary language for people who want to work in any field of business, aviation, computing, etc.

Another specific feature of the business language is the professional level of knowledge, when you need not only to know the name of the term, but also to be able to correctly understand and use it. In order to avoid misinterpretation of concepts, business English should be studied directly at work or during study, referring to a narrow specialization. A simple example of a situation with the use of concepts is the accounting term «intangible assets». A financier, economist or accountant will understand the meaning of this phrase. It remains only to correctly translate the meaning of the term into English business language – «integral assets». A specialist who has nothing to do with an accounting chart of accounts or budgeting will say

nothing in this definition. First, we will need to understand the meaning of the accounting term «intangible assets» in order to properly interpret it.

Vocabulary, the ability to use common phrases and expressions, and general contractual communication skills play a huge role in business communication. It doesn't matter in which industry or business the dialogue is taking place. For the correct interpretation of English speech, it is necessary to understand the vocabulary of the language, be able to correctly construct phrases and sentences, avoiding inaccuracies or misinterpretation of words.

Discussion of work and business issues with colleagues or business partners sooner or later turns into ordinary traditional communication between people. In order to feel comfortable and confident in society, you need to have the skills of ordinary speech, as well as the ability to support a free topic of conversation on any topic.

Today, visiting the website of any recruiting agency and looking at work, it becomes clear that knowledge of the English language is one of the main requirements in more than 60% of cases, and this figure continues to grow. In addition, the majority of Russian HR professionals agree that knowledge of the English language is a good addition to the salary. The growth is about 15-35%. And nowadays there are more and more professions in which knowledge of the English language is a prerequisite for the successful performance of official duties. Let's take a look at some of these professions.

1. IT sphere. Employees in this field cannot do without knowledge of the English language, since almost all new software appears first in English.

2. Sales manager. Currently, most organizations, one way or another, cooperate with foreign partners or suppliers, not to mention clients. So in addition to learning the art of selling, you will have to learn a foreign language.

3. Individual entrepreneur. Cooperation with foreign partners is a normal practice, and he often has to communicate with them in English. And it is better to do it yourself in order to avoid mistakes and misunderstandings. You can, of course, turn to translators, but this is expensive and not practical.

4. Spheres of tourism and hotel business. Doing business with tour operators, communicating with partners and clients is often in English. It is much more difficult to work in this area without knowledge of the language.

5. Medical professional. For professional growth in this area, it is necessary to study foreign literature and attend international conferences where knowledge of English in the medical field is realized.

6. Sphere of economics and law. Working with important documents, such as legal acts, important transactions, requires excellent knowledge of the English language, as the success of your work depends on it.

Time does not stand still, and soon the day will come when asking a person about knowledge of the English language will be as immodest as asking if he can use a computer. With the skills of international communication and business correspondence, you expand both your horizons and the capabilities of your company.

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FOREIGN LANGUAGES AS A WAY OF PROFESSIONAL COMMUNICATION

Abstract. *This article reveals the importance of a foreign language today. Effective English is one of the most important communication skills for anyone looking for success in their careers and build international relationships. Today learning a foreign language is useful and necessary in any professional activity, because thanks to this, people communicate with their colleagues from different countries, can receive and process professionally significant information, human life and human behavior depend on it. It is said in the article that communication in foreign languages is one of the eight key competencies defined by the European Reference Framework.*

Key words: *communication in foreign languages, personal development, professional career, language, competence.*

Language is a way of communicating, and the most important thing about a language is that it has its own features. The importance of language is obvious to us in order to convey our ideas to other people we need a language. Right now, if you are a doctor or an engineer, or a lawyer, or a professor, or anyone else, whatever knowledge you may know, assume that other people want to benefit from that knowledge. The importance of a foreign language is obvious, we do almost everything on an international platform where we meet people who come from different communities and varieties of cultures. Today, whoever really wants to improve his business, expands his spheres of activity, he cannot be engaged if he does not have knowledge about different cultures, about people and about communities.

Throughout the history of humankind, public and political figures, scientists, artists, have always recognized the need to study foreign languages. Voltaire said: «To know many languages means to have many keys to one lock» [1]. Frank Smith said: «Language is not a genetic gift, it is a social gift. Learning a new language, you become a member of the club-community of native speakers of this language», and «One language takes you into the corridor of life. Two languages open all doors on this path» [2].

Learning a foreign language is useful and necessary in any professional activity, because thanks to this, people communicate with their colleagues from different countries, they can receive professionally significant information, it determines a person's life, human behavior. Also, we can say that if a person learns foreign languages, it allows him to get rid of some rejection of foreign culture, which is important in international companies. All factors determine interest in foreign languages and interest in learning foreign languages.

The exchange of linguistic knowledge is indeed a very effective technique, if we argue then social interaction is the only goal of learning foreign languages. The primary purpose of a language is to communicate with living people. The relevance of knowledge of foreign languages, which are ways of international and professional social interaction, is beyond doubt. In learning any foreign language students set the following goals: the ability to extract the

necessary and professionally significant information from original sources; development of skills of practically free social interaction at a professional level.

The primary task of foreign languages is to study the language as a proper means of communication between specialists from different countries, and communication both in writing and as direct oral contacts. Training involves using them as reliable «tools» in your profession. Teaching oral professional social interaction should be based on the material of written texts in the specialty, based on developed professional reading skills.

Social interaction in foreign languages is one of the eight key competencies defined by the European Reference Framework [3]. Social interaction or communication includes the ability to perceive oral messages, initiate, maintain and converse, as well as read, understand and form texts that meet personal needs. Qualitative attitude includes recognition of cultural diversity, fascination with languages and general cultural social interaction. The impact of language is definitely innate; we do not notice the effect it has on the workplace. It has the power to not only reduce the stress of an employee, but it can create a positive work environment that benefits the company. In this sense, the power of language sets the foundation for the work and social experience they will feel.

Social interaction in foreign languages also calls for skills such as mediation and intercultural understanding. It relates the most important factors encouraging the development of social interaction in foreign language competence to self-realisation, personal development, and work-related needs.

Today a foreign language has become the language of various professions and ensures the readiness of future specialists for adaptation and self-determination in the world of new information technologies, for long-term training and personal development. A foreign language is an organic component of such education.

The predicament of language acquisition today is largely important. Foreign languages are socially in demand, in particular at the present time, when the reform in science and technology has led to a large-scale explosion of knowledge and contributed to an excess of information. The general knowledge of mankind doubles every seven years [4]. Foreign languages as a significant and most effective and progressive means of information exchange between people and humanity on our planet.

With the help of foreign languages, you can earn more, in professions where knowledge of a foreign language is required, the salary is 30-40 percent higher than without knowledge of a foreign language. And in fact, we may now need a foreign language in absolutely any profession, from programmers, testers, lawyers, attorneys and hunters to servers and even doctors. If you know English and some other foreign language, you can work in some international companies. Many international companies now have offices in different parts of the world and they hire employees who know at least one foreign language, and also knowledge of a foreign language will significantly set you apart from other candidates for the same position. You will expand your social circle, help you make new relationships, new friends and it is precisely to learn the culture of another country from the inside and how people live there, and perhaps it is the knowledge of a foreign language that will help you meet those people with whom, under other circumstances, you would simply did not meet.

Knowing and studying foreign languages as a way of professional social interaction, you also improve your cognitive functions, because in learning a new language we memorize a lot of unfamiliar words and as a result we train our brain and improve its work. Any learning is useful for the brain, when our brain learns, then the number of nerve connections increases in it, so regardless of what you do, learn a new language, solve crosswords, solve mathematical problems, this all fruitfully affects our brain and this is relevant at any age because neural the network develops every second, no matter how old you are, 90 or 20 [5].

Thus, knowledge of a foreign language as a way of professional social interaction is very important in the modern world. Sometimes not knowing the language you can meet an insurmountable obstacle to achieving the desired goal. Knowledge of a foreign language in

professional communication helps the future profession get acquainted with the professional terms that native speakers use in their country, also master the basics of professional social interaction and discuss problems in your future profession in a specific language. Social interaction in foreign languages is one of the eight key competencies defined by the European Reference Framework. Social interaction or communication includes the ability to perceive oral messages, initiate, maintain and converse, as well as read, understand and form texts that meet personal needs. A qualitative attitude involves the appreciation of cultural diversity and an interest in and curiosity about languages and intercultural communication!

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MENTAL EDUCATION PROGRAM

Abstract. *The article is devoted to the new approach of studying named as «Mental Education Program». The research offers an alternative solution as an original studying program, which includes different aspects of relevant learning with help of modern techniques.*

Key words: *Education, students, educational system, leaders, mental, creativity, motivation, concentrating.*

We all know a bunch of stuff about mental health, mental problems, mental breakdown etc. But what does mental education mean and why is it so important for leaders nowadays?

The issue of educational system

Let us look at our present educational system. The space of choosing the field of studying we have today is incredible. Every single person is able to learn any subject from classical literature to neurological programming. Two centuries ago, people could not even imagine it. And this is undoubtedly great, this is the result of rapid progress. But according to history we all know that progress doesn't wait for people, in other words, the progress often comes before people are actually ready to it. And this is what happened to our educational system. Since 1821, we have mastered a plenty of new technologies, including internet with

help of which everyone now has a free access to any information whenever he wants. Therefore, we consider that today's educational level should be high as never before.

Students now have much more problems than 200 years ago. Moreover, there is a good reason for this: We learned new useful instruments of studying and improved general conditions, but studying approach stayed the same as 200 years ago. Students and pupils have to write down tones of words, make many tasks and learn by heart a lot of useless information. Such an industrial approach of studying may kill the creativity and leadership potential and in addition makes studying process boring. And this is where mental education program opens the door.

So, defining mental education program, it is basically another approach of studying which is more relevant, effective and joyful. If you want to become a leader in any sphere, you must have an ability to study effectively, especially in our days of rapid progress – time when there are so many inventions, that leaders have to learn first in order to lead.

The first and a key part is motivation. A key, because without motivation any activity and especially studying has no sense. During motivation classes students will be taught how to find their own incitements, things that make them passionate, we will learn how to realize our goals and reasons of studying. But it will not be the same as all this useless motivational stuff on the web, that you watch and forget right after. Motivation classes will be a long-term course with an individual approach to every student. They will not be only taught how to just encourage yourself to make a task, we will also train how to keep motivational level high on a long distance.

Smoothly moving to the next part of our program let me draw your attention to one big problem of our century – informational overwhelming. I am sure that you all have been feeling it on yourself. With all this social medias, net platforms and other distractions we are losing our crucial cognitive ability to focus on something when we really need. Instead of fully concentrating on one task most people who are looking forward to end faster choose multitasking, thereby just turning quality into numbers.

Have you ever seen how professional chess players focus on a game? They are fully involved on a process and even if the end of the world comes they will not raise their heads until the last moment. And this is what students will be taught in C.P. focus class – achieving a kind of flow state in studying.

The last but not the least part is creativity. Growing general standardization nowadays seems to me as a real problem. For almost every step in our life we have a strict instruction. Such an approach makes learning pedantic and boring, which is absolutely wrong. Studying process has to bring joy and inspiration and only then students will enjoy it. So during creativity class we will learn how to add creativity into learning and how to actually put yourself in a creative state with help of different useful techniques. Another benefit from putting creativity to studying process is that it enhances our problem-solving skills. In fact, while you are in a creative state, you actually do not see any problems; you see solutions, which is truly helpful in logical sciences such as mathematics, data and programming. If we want to change the world to the better, we have to teach our generation a capacity to change, find fresh solutions of old problems and innovate instead of imitate. This is what successful leaders have been doing all the time during of our history.

Education has always been essential and now it is essential as never before. The world is changing so rapidly that sometimes we cannot keep up with it. Everything is changing and developing, that is why if we want to lead, we have to learn how to learn under the new conditions. Study smarter, not harder.

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BENEFITS OF PUBLIC SPEAKING IN ENGLISH

Abstract. *The article deals with the problem of importance of public speeches in English. The author highlights the fact that public speeches help to change the perspective of learning the language and to understand the true level of it.*

Key words: *public speaking, English, speeches, audience, career.*

For career growth, a person needs to be able to negotiate, conduct interviews and video conferences in English. This is the only way you can reach a wider audience if, for example, you are going to sell your product. In addition, a person needs to speak publicly in order to improve their sales skills and master English perfectly.

Public speaking helps to change the perspective of language learning and to understand the true level of English proficiency. Getting into a stressful situation, a person can more accurately assess their knowledge in a particular area, and a foreign language is no exception.

When a person learns to speak in front of many people for whom English is their native language, it is necessary to learn how to clearly structure speech, because, first, the time of speaking in front of an audience is often limited. Preparing public speeches helps you think about what to say, how to say it, and in what order. Secondly, a live performance differs from a recorded one or from working in pairs in that a person does not have the opportunity to rewind and re-listen or stop and ask again. That is why it is necessary to organize it so clearly that the listener is aware at every moment of what part of the speech you are in and what you are trying to convey.

Conducting negotiations in English significantly trains people's language, expanding their vocabulary, they can more easily formulate their thoughts, present an idea or product to the public. And preparing for a speech in front of an audience in English is a great opportunity to bring everything that a person knows into active speech, or even introduce something new.

Receiving high-quality feedback will also help you understand and correct mistakes made in your work. This is the only way a person learns that inaccuracies can become an obstacle to their successful promotion in one area and that professional English skills can affect it.

Through public speaking, people learn how to behave in a stressful situation. Public speaking in English is perhaps even the most stressful situation a person can find themselves in in their life. And if you tried to speak in front of an audience, you are not afraid of a private business meeting, a phone call in English and business negotiations.

These days, people should think not only about learning more English, but also about further practice in the form of public speaking. This will help them feel more confident in the company of English-speaking people, you will also have more prospects in the workplace.

Of course, public speaking without mastering at least the basics of public speaking means little. But if you prepare properly, you can make a good marketing move out of such speeches. What are the advantages of public speaking in English?

1. Creating a business brand

It is no coincidence that the advertising campaigns of major international brands are so large-scale. When people often hear and see a brand name, they unconsciously choose it. The same is true here: the more speeches there are, the more often a company is mentioned, and the more people from different countries are involved, the better its name will be imprinted in the memory of the audience.

2. Creating a reputation

A speaker, especially a good one, attracts attention and arouses involuntary admiration. If the body language is consistent and the content of the speech is good, and the level of foreign language proficiency is very high, then the speaker can easily gain a reputation not only as an expert in their field, but also as a charismatic person. And the latter can be very significant.

3. Increased confidence

Even if the company has good sales managers, the ability of the leader to independently present their product in English will be a huge plus. Of course, you need to start small, and at first speaking in public can be uncomfortable, unusual and downright scary. True, it passes with experience, but self-confidence and reputation remain.

Speaking is not natural for everyone, and without experience and knowledge, it is difficult to understand how to turn a conversation into a successful business and effectively spread your message. But with practice comes self-confidence and professionalism. And given the enormous opportunities that public speaking in English offers, you need to start acting now.

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**INTERNATIONAL SCHOOL EXCHANGE PROGRAMS AS A FACTOR
OF INCREASING THE MOTIVATION TO LEARN A FOREIGN LANGUAGE
AND THE INSTITUTE OF SOCIALIZATION**

Abstract. *Participation in international school exchanges will allow achieving better results in teaching a foreign language, increasing the motivation of schoolchildren and, ultimately, contributing to the formation of foreign language speech competencies of*

schoolchildren, which will also affect the success, level and reputation of educational institutions.

Key words: *exchange program, languages, school, communication, culture, socialization.*

Today life is changing rapidly, and the challenges of our time are setting new standards for communication between people of different countries and nationalities. The world is striving for transformation and unification, the processes of cultural integration have affected all spheres of life of modern society, and especially young people, who are required to be able to deftly adapt to new conditions of the surrounding reality and actively participate in the communication process. The intensified expansion of international cooperation in various spheres of human activity determines the need for a free and active command of foreign languages. And for successful communication, knowledge is needed not only of the language itself, but also of a foreign language culture. Otherwise, it is almost impossible to use language as a communication tool.

A foreign language occupies a special place in the system of modern education. By virtue of its social, cognitive and developmental functions, it is a way not only of communication, but also of cognition of the surrounding world, expansion of its boundaries. Learning a foreign language is an effective means of socializing a personality and of its intellectual, emotional and moral development.

The ex-President of the Russian Federation, Dmitry A. Medvedev, in the context of the National Educational Initiative «Our New School», defined the policy of the state as follows: «The result of education is not only knowledge of specific disciplines, but also the ability to apply them in everyday life, to use them in further education. A student must have a holistic, socially-oriented view of the world in its unity and diversity of nature, peoples, cultures, religions» [8].

In accordance with the directions of modernization of education in schools, the study of a foreign language is determined as a priority area of study and is given great attention. Changes in the economic and cultural environment contributed to the establishment of the requirements of the Federal State Educational Standard, according to which teaching a foreign language presupposes the formation of a tolerant attitude towards the values of other cultures, the development of a holistic national identity, the improvement of communicative competence, the expansion of knowledge, linguistic outlook and vocabulary, further mastery of speech culture and the achievement of a certain level of proficiency in a foreign language.

In our time, knowledge of a foreign language is not just an indicator of education and intellectual development. It is a vital necessity.

So, a foreign language is a road to a new world. And, without a doubt, it is worth taking this path.

In this regard, significant changes have occurred in the system of learning foreign languages in Russia: direct international relations between Russian and foreign schools have begun to develop intensively and joint general education programs for interschool cultural and educational exchange of students, joint activities of schools as partners in the field of international education and the development of schoolchildren by participating in international projects have been actively developed.

Thus, the tasks of the modern school are to educate people with a holistic, socially-oriented view of the world in its unity and diversity of peoples, cultures, and religions.

The school can and should develop the cognitive interests and abilities of the student to learn foreign languages. If the main goal of teaching a foreign language in past years was simply memorizing the rules and performing language exercises and LANGUAGE = VOCABULARY + NECESSARY STRUCTURES, now it is important not only to teach the student to speak a foreign language, it is important to teach him to communicate, that is, to think and share his thoughts with others. Scientists call this state «communicative competence».

School exchanges are an effective method of learning a language, immersing yourself in the environment of the target language and communicating with native speakers of that language. This method helps not only improve grammatical knowledge, enrich vocabulary, but also learn a lot about the culture of the people, their customs, traditions, history. The organization of international exchange programs for schoolchildren is the best way to help schoolchildren understand the importance of learning a foreign language in the modern world and the need to use it as a means of communication, cognition, self-realization and social adaptation; striving for mutual understanding between people of different communities, a tolerant attitude towards manifestations of a different culture. In addition, such exchanges help to get rid of stereotypes that interfere with intercultural communication, and, consequently, language acquisition [2].

A little over two decades ago, it was difficult to imagine that teenagers from Russia would be able to travel all over the world, live with host families and study in foreign schools. Now all the doors are open for this. Schoolchildren have the opportunity to go abroad for exchange studies, immerse themselves in the culture of another country, communicate with local residents, gain a useful experience of independent living abroad, and improve their level of foreign language proficiency.

Based on various materials about international school exchange programs and the opinions of participants in one of these at the Gymnasium Novoschool in Veliky Novgorod (Appendix # 1), we can safely say that the students took part in these projects with pleasure because they had an excellent opportunity to apply the acquired knowledge in practice, learn new things from native speakers, see many interesting places. They have believed in themselves and their capabilities, found new friends.

Finally, having studied all the specifics of international school exchange programs, we can formulate their significance:

Table

Importance of international school exchange programs

| <i>FOR THE STUDENT:</i> | <i>FOR THE SCHOOL:</i> |
|---|--|
| <ul style="list-style-type: none">• Improving language skills; Making foreign friends and establishing strong contacts;• Contributing to the individual growth of the student and the discovery of new, previously unfamiliar, life prospects;• Acquiring such important character traits as the ability to make independent decisions, social flexibility and attentiveness to others;• Acquaintance with the sights and culture of the country of the target language. | <ul style="list-style-type: none">• Implementation of the requirements of the Federal State Educational Standard;• Expansion of international contacts;• Opportunity to exchange experience;• Enhancing the prestige of the school;• Gaining experience of intercultural communication among students and school teachers;• Bringing diversity to school life;• Fostering hospitality, openness and respect for people from other countries in schoolchildren. |

Thus, participation in international school exchanges will allow achieving better results in teaching a foreign language, increasing the motivation of schoolchildren and, ultimately, contributing to the formation of foreign language speech competencies of schoolchildren, which will also affect the success, level and reputation of educational institutions.

Each school exchange is a big step that we take towards a future without borders, without distrust of other cultures and peoples. Pupils from both countries see how people in different countries live not from the tourist bus, but sitting at breakfast, getting ready for school with their foreign exchange partner. The boundaries of distinction are erased between children, a real, strong friendship is tied. By providing a friendly welcome to foreign students, schools help to remove the barrier of misunderstanding between people and, thereby, make a feasible contribution to the formation of public diplomacy [3].

School exchange gives a young person not only the opportunity to learn a language through full immersion in the language environment, but first of all, to test himself, to discover new qualities and new possibilities of his personality. This program is both a school and a test of independence and maturity. Sometimes it changes our outlook on life and vision of our own future.

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THE IMPORTANCE OF ENGLISH IN YOUR BUSINESS CAREER

Abstract. *The problem under review is the increasingly rapid growth in the importance of English in business. The trend of the near future among companies is becoming multinational, and this requires a single language of communication. Also, the requirements for employees are constantly increasing, and one of them is fluency in English.*

Key words: *English language, global language, business, partners, companies, areas of work, important skills, competition.*

A large number of well-known organizations around the world use English as a universal means of communication in all areas from email to corporate documents. So why is knowledge of English so important in business? If we turn to history, the expansion of English began from the period of colonization. However, as we all know, English is not the most widely spoken language in the world. It is used as an official language in more than 70 countries, and for some 360 million people The English language is their first language, but if you count those for whom English is their second language, this number rises to about 860 million. But if we talk about business, then the aspect of English proficiency is undoubtedly one of the main ones. Fluency in English, both written and spoken, is critical in many areas of work, from building relationships with clients to establishing close business relationships with business partners around the world. In the modern world, English is widely used as the major language of communication for both small businesses and large corporations, since almost all business partners do not speak only their native language. It should also be emphasized that now English has become the global language for doing business around the world. Ask any CEO of a large corporation what skill they appreciate the most and look for in their future employees, the answer will be English as it is a top priority. Previously, foreign language proficiency was only required in multinational companies solely for senior management, but today customers, company suppliers, technical support teams and their own leadership can be scattered across different countries. Many areas of work require a high level of knowledge of English, and here are some of them:

- mass media;
- banking and finance;
- agriculture;
- IT;
- pharmaceuticals;
- consulting;
- travel and tourism;
- healthcare;
- engineering and construction;
- mining and energy;
- grocery;
- insurance [1], [2].

There are fewer job openings, more competition, employers are more demanding than ever, but if you speak English fluently, you have a powerful competitive edge. Modern managers should be professionals, they should not only know the term, but also should be able to use it in a correct way with the right connotation. In order to achieve this aim the course of Business English taught at work or while studying should be correspondingly formed according to the narrow specialization of the person [2].

The Common European Framework of Reference for Languages distinguishes six levels to measure language proficiency (two levels in each of the three categories):

- Basic Breakthrough and Basic Elementary: You can communicate and understand native English speakers if they speak slowly and clearly, and you can ask and answer simple questions.
- Intermediate and above average: You can easily understand and communicate with a native speaker, and can understand more complex speech structures.
- Experienced advanced level and skill level: you can express absolutely any of your thoughts during a conversation, as well as distinguish the subtle meanings of words and phrases in context.

And, most likely, you will have a question: how to improve the level of knowledge of the language?

Invest in training, i.e. pay for English courses for your employees. Learning English should be seen as a strategic investment in your people and your company's future, which will bear fruit in the future.

Conduct periodic English proficiency tests to immediately identify a person's strong and weak points.

Link English to business goals, as any language training program will have more effect if it is closely connected with the employee's productivity and future career development.

Use individual training for specific employees, since the level of knowledge is different for everyone and, accordingly, the time spent on training will be different.

In the long term, when there are possibilities of promotion, for example, foreign travel or international assignments, it more reasonable to appoint the employees who speak fluent English, as this is at least more economical for the company than finding a translator. The cost of these services is usually high, and it is also unprofitable to pay for the travel of two specialists at once. In addition, the translator is an ordinary person, he can let you down at the most crucial moment, and you will have to urgently look for a new person. An employee without knowledge of English abroad is helpless, like a child, he will not be able to order a table in a restaurant or call a taxi – even these elementary actions will have to be performed by an interpreter. In addition, an English speaking employee can save on travel costs by booking tickets directly on the airline's website and paying intermediary fees. He will also be able to find a more profitable accommodation option, saving on the services of expensive hotels. Therefore, if your future plans include international assignments or foreign travel, find time to study Business English in a proper way because it will influence your future career [3].

If you are involved in buying or selling, your abilities should include the skills of communication because your job is to speak with a wide range of customers, suppliers and other business partners. Of course, they can know your native language, but you can't always count on that. For example, Rakuten is a Tokyo-based e-commerce company that has about 90% of the Japanese market share. For further development, it had to expand around the world, and accordingly it had to switch to a single corporate language – English. The CEO gave employees two years to learn the language, after which they wrote the test, and those who failed the test were fired. Globally, multilingualism just doesn't work in business: just imagine you contract with a multinational company to provide services and then find that each of their offices has different language requirements. Companies that do not seek to develop a language strategy limit their growth opportunities in the marketplace, clearly placing themselves at a disadvantage compared to their competitors who have adopted a policy of using only English [4].

Nowadays trade and economic relationships between different countries, foreign partners and colleagues from different subsidiaries are typical but this doesn't make them less important. Therefore, the English language is a necessary tool in establishing relationships between entrepreneurs, professionals and employees of international companies. Many professions and spheres of life are directly related to foreign languages, there are no restrictions here. The skill of proficiency in an international language helps to reach a new level in doing business, in mastering professions and, of course, in promoting your business. Even if the profession does not oblige to speak a second language, such knowledge can still be important for the employee himself, because he significantly expands the range of vacancies that can be obtained not only in his city and country, but also abroad. For many people in business, this is a big step towards achieving professional goals and even starting their own business. [5]

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ENGLISH AS THE LANGUAGE OF INTERNATIONAL COMMUNICATION

Abstract. *The author discusses the role of English in international communication, the reasons for the dominance of English in many areas of life using specific examples and emphasises the importance of English as a lingua franca in the world.*

Key words: *cross-cultural communication, lingua franca, native language, international communication, inter-community.*

The role of English as the language of cross-cultural communication is continuously emphasised by linguists. In view of human development and complex globalisation processes, it has become necessary to recognize the importance of increasing competencies in numerous types of languages as well as the importance of expanding knowledge about various aspects of language, culture and communication. Thanks to the historical efforts of the British Empire, English has become a primary or secondary language in many former British colonies such as the United States, Canada, Australia and India. In the history of mankind, there has never been such a widespread language as English, and its worldwide reach is much greater than anything achieved historically by Latin or French. It is often argued that in the world of modern communications, globalised trade and easy international travel the English language has never been more important. Given the ubiquity of the use of English in the modern world, especially in areas such as business, sports, science, information technology, education, transport, politics and entertainment, it can be reasonably argued that English has already established itself as the de facto lingua franca. There are currently more than 1,5 billion speakers of English in the world. It is obvious because it is a native language of more than 50 nationalities. Moreover, a lot of countries have recognized the importance of this language recently as an international means of communication.

The objective of this article is to explore the importance of English in global interaction and communication of people, its significance and place in today's world.

There are several reasons why English plays an important role in international communication. The first reason is that English has contributed greatly to the development of tourism. Knowledge of the English language enables people to travel around the world and makes movement easier offering a communication safety net. Travelling is a good opportunity

to discover new places and different people, to explore continents and countries and to try exquisite cuisine. English makes it possible to communicate with locals and get to know their culture. Regardless of the purpose of moving abroad, for example, for work, education or a personal project, English allows people to build up new lives and integrate with the society that hosts them. Knowing English makes it easy to get assistance and help in many parts of the world. From asking for directions to finding accommodation, and making friends, life abroad is much easier and more comfortable with language skills.

The second reason is that English is the most popular language on the Internet, especially it is widely used for electronic communication. More than 50% of the content on the Internet is available in English, while only 6% is in Russian. Therefore, to keep up with the happenings in the international community, it is necessary to speak English or at least understand it. Besides, new ideas in science, technology and medicine appear so fast that it is very expensive or even impossible to translate everything into different languages. According to statistics more than 60% of all scientific journals are published in English, for example, National Geographic, Scientific American and Harvard Business Review. Moreover, scientists from all over the world can have access to all information and communicate with each other in different parts of the world. Knowledge of English enables people to read various books and scientific articles in the original and helps to keep up with the latest ideas in any subject.

And the third reason is that knowledge of English plays a huge role in running a business. Most global companies currently choose English as the official language of their organizations. Many international meetings are held in English, and it is very important for the partners from different countries to be able to communicate with each other and have the necessary knowledge to correctly convey your ideas and solutions. According to the latest data, 75% of the world's letters and faxes are sent in English and about 60% of all international telephone calls are made in English. What is more, knowing English allows companies to set up subsidiaries in foreign countries to attract new potential customers. English helps break down language barriers between the company and its foreign partners as well as potential customers, which leads to a significant expansion of the customer base. It is not uncommon for companies operating internationally to hire and consider employees well-educated only if they are fluent English speakers.

With all these reasons for the dominance of English in international communication, it becomes clear why English has an official status or is simply predominant in many countries. As a result of the spread and acceptance of English all over the world, it has become lingua franca. It is a phenomenon called English as a global language. Speaking of English as a lingua franca (ELF), linguists define it as a global means of inter-community communication [6]. It is a communicative medium for speakers of different first languages, cultures, with different background and beliefs and often the only option for communication. Some people have adopted and actively use it, and some have rejected it. But despite this, its importance in today's world cannot be denied. But why has English acquired the status of lingua franca? The matter is that due to colonization and the widespread teaching of English as a foreign language, it has spread to large areas of the world. Nowadays, the use of ELF in international trade and intercultural communication has increased considerably giving rise to the result that native speakers of English are outnumbered by non-native speakers, which is not quite typical of Western European languages [3]. As a result, there is a sense of ownership of the language which is shared by different communities. For instance, international trade between China or Japan and the rest of the world has become much easier and sustained today using ELF in international communication [8]. Although ELF is most often used by non-native speakers of English, native speakers are not excluded from communicating through ELF [7].

Today, over a billion people already speak English as a foreign language, which means that for every five non-native speakers of English there is only one native speaker, and it is an unprecedented situation in the history of languages. British English has lost its dominant position and is now a minority amongst the many «Englishes» that are spoken around the world

[1]. Based on these facts, it would be reasonable to assume that English will continue to spread around the world and gain a dominant position as a means of international communication among other languages. But as we know, the history of linguistics constantly shows us that we should be careful when making predictions about the future of a language. Medieval people would probably have considered us jokers if we had dared to predict the death of Latin as an educational language. Just as in the 18th century people would have laughed at us for assuming that in future the standard of polite society will not be French at all. Thus, one should not draw unequivocal conclusions when speculating about the future of English as a world language [2].

Today there are two quite opposite predictions about the future of English. On the one hand, English will remain a global language and will continue to spread. The fate of the English language largely depends on those who speak it as a second language, as it plays a special role in their life, and therefore directly depends on how this role will develop in the future. Nowadays English is already used for a wider range of communication functions, thus «colonizing» the lower layers of the linguistic hierarchy in many countries. This process will cause English to take over some of the functions performed by other languages. Over time, the importance of the English language in the world will increase even more, which will lead to the fact that society will become bilingual. On the other hand, English as a global language is likely to be less dominant in the world [4]. Today, some of the main languages such as Spanish, Arabic and Russian are widely spread and increasingly preferred. For example, Mandarin as a regional language is becoming increasingly important as the lingua franca of Greater China for economic communication in the regions, Shanghai and Southeast Asia. But, Chinese will not dominate such international media as CNN, BBC, MTV, and others. These media broadcast news not only in English, but also in some of the other major dominant languages. Basically, this approach is used by international media to attract more viewers [5]. Thus, English will become less in demand due to the rapid spread of some of the major languages in the regions. In other words, these major languages will challenge English as a global language [7].

In conclusion, the analysis of the importance of the English language in international communication shows that the main reason for the dominance of English is its worldwide spread in all areas of human life. English plays a crucial role in people's international interactions and is the basis for their communication. Today, English is already an official language in most countries and is also recognized as a major language in business negotiations. However, due to the processes of globalisation, the spread of English continues, but it is impossible to make an accurate prediction about the prospects for its spread and dominance in future.

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CROWDFACTORING PLATFORM AS A MODERN TOOL OF BUSINESS FINANCING BY BANKING ORGANIZATIONS

Abstract. *The article sheds light upon the efficient operation of the enterprise ensured by high-quality financing of its production processes. The choice of a financial resource is described as the key to the successful achievement of the goals and strategy of the organization. One of the popular types of business debt financing is factoring, which is necessary to ensure the smooth operation of suppliers of goods and services. In the article crowdfunding as the potential popular source of financing not only in foreign countries, but also in Russia is considered.*

Key words: *crowdfunding, financing, accounts receivable, discount, banking.*

The essence of factoring is as follows. Large market entities do not transfer payments to their suppliers immediately. Usually the time period is more than 20 days. At the same time, suppliers need to pay for their own obligations, besides, the excessive growth of accounts receivable, and as a result – a lack of funds, negatively affects the key performance indicators of their activities: liquidity, solvency and the likelihood of bankruptcy. Therefore, companies attract funds from factoring companies and banks. As a result, the transfer of monetary claims from the supplier to the bank is carried out, in return the supplier receives funds to the current account minus the discount and commission in favor of the bank. During the grace period, the debtor pays to the bank to the factoring account.

Development of a methodology for carrying out the work is a more complicated form of factoring – a crowdfunding platform, which implies the sale by a bank of monetary claims to external buyers, bank customers, legal entities and individuals, with a discount from the planned profitability. The debtor pays on the date under the contract to the bank's internal account, after which the latter transfers the amount of the monetary claim with a discount to the settlement account of the external buyer. Crowdfunding has become widespread abroad due to the active development of the fintech industry, as well as the priority state policy of providing financial resources to small and medium-sized businesses.

The crowdfunding platform allows using the capabilities of several external buyers of highly liquid receivables, concluding factoring agreements with the bank's platform using a qualified electronic signature. All interaction with clients is carried out through electronic document management. Verification of supplies, provision of services and performance of work, accounting of data on monetary claims and calculation of commissions are carried out by the bank, and data on the completed delivery is automatically sent via web access.

For small and medium-sized enterprises that have already entered the stage of growth and entry into the market, such a modern instrument is essential for financing activities and further development. Crowdfunding takes place through online platforms, allowing firms to sell invoices (invoices, invoices) to any investors in order to quickly obtain additional funds and improve the financial performance of their business.

For a banking organization, a crowdfunding platform is advantageous because it has the opportunity to sell different monetary claims of one debtor to different external buyers, to satisfy the supplier's needs for financing without limit, and not to send it to another bank due to regulatory restrictions, the ability to offer bank customers a more favorable rate in comparison with a classic deposit. Profitability on a crowdfunding deal per 1 ruble invested in factoring financing increased compared to conventional factoring.

The vendor gains the following benefits from crowdfunding. Firstly, receiving payment for the delivered goods, services provided or work performed without delay in order to continue and develop their activities, avoid a cash gap, and maintain a balance of financial performance indicators. Secondly, it is possible to use one financial partner without restrictions. The flexibility of interaction with the participants of the crowdfunding platform is also noted – the conclusion of all contracts on the online platform in electronic form, saving time for personal meetings and negotiations with investors without additional costs.

For external buyers, crowdfunding provides an opportunity to invest in highly liquid receivables at a higher rate than for deposits, securities and other financial instruments of the bank and the securities market.

Crowdfunding is very attractive for small and medium-sized businesses. According to Russian experts, the popularity of credit factoring in Russia is guaranteed in the next few years. It is necessary to develop a regulatory and legal framework that regulates this area on the part of the Central Bank and ensures the safety and transparency of operations in this area.

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THE LANGUAGE OF BUSINESS

Abstract. *English is one of the main tools of business communication in the modern business environment at the international level, which allows you to achieve success in a person's life, earn status in the working environment, and achieve recognition. There is no denying that English is becoming a necessity in today's business environment.*

Key words: *negotiation, communication, the key to success.*

These days English is one of the most popular languages in the world market. It is necessary at work, business trips, international conferences, negotiations while communicating with foreign partners and colleagues. With its help, companies from different countries come to an agreement, carry out business negotiations. The English language is a must in the international community, and foreign partners are unlikely to want to deal with you since you cannot keep up a conversation going [1].

When it comes to conducting business negotiations with foreign partners, one should take into account some aspects to create an appropriate climate for it.

- 1) Greetings.
- 2) Meeting new partners.
- 3) Ability to maintain a conversation.
- 4) Having phrasal gaps in your stock.
- 5) A high level of language allowing you to solve cooperation problems.
- 6) Expression of agreement, confidence, approval [2].

Besides, for business communication with foreign partners, such a concept as 'Business correspondence' is vital. Nowadays, it is customary to send a message to its partner by mail or other channels if there is no opportunity to hold a meeting. A tone of address in such correspondence can identify you either as a professional in your business or vice versa. Anyway, first-time negotiations should be done face-to-face and business with old acquaintances is fine by e-mail. Moreover, communication with partners should be emotionally-tinged: find out how they are doing or wish them a good day, and so on [3].

Let us turn to the theory of Mr. Galinsky. He led a meta-analysis of the relevant studies and came to the following conclusions:

1) For communicators with a neutral position or without a past personal relationship, communication channels increase the likelihood of achieving quality results.

2) When partners have a history of cooperation or are willing to cooperate, communication channels do not affect the likelihood of obtaining quality results. In this case, the negotiating partners accept the best from their partners because of a shared history or identity.

3) However, communication channels reduce the likelihood of obtaining quality results when the negotiators have a grudge or seek personal gain. Aggressive behavior during negotiations can lead people to use competitive tactics to protect and defend their interests. Unsuccessful negotiations are the inevitable corollary of such an approach.

There are of course many more principles to understand, but these are some of the key concepts to consider in business [4].

Nowadays, when you go to the website of any recruitment agency and look at the job, it becomes clear that knowledge of English is one of the main requirements in more than 60% of cases, and this figure continues to grow. In addition, most Russian HR specialists agree that knowledge of English is a good salary increase. The growth is about 15-35%. And in our time, there are more and more professions in which knowledge of the English language is a prerequisite for the successful performance of official duties. Let's look at some of these professions. To stress the necessity of the English language, I will give statistics. In compliance with popular job search applications – HH, ADZUNA, INDEED

Today, more than 73% of employers do not see the expediency of inviting a person to a managerial position without the knowledge of English, and the likeliness increases if it is a multinational company. international companies are still willing to pay a candidate with good English a salary 20-30% higher than market. It is unlikely that anyone will pay extra for knowledge of the English language. It's just that a candidate for the position of CEO of an international company will never get it without good English. There is a growing demand for translation services and many people spend time and money to find an interpreter for business

meetings, contracts with foreign companies. English is an international language, and it is English that is necessarily studied as a second language all over the world. English became the main business language in the late 20th century for various reasons.

English is necessary for big business in Russia if the company is involved in export activity, for example, to suppliers of wheat, sunflowers, and agricultural products, or raw material companies. Knowledge of English is required from top managers to communicate directly with foreign regions to middle management to negotiate effectively and translate documents from English into Russian. As for foreign languages, even with the intensive development of economic and political ties, Russia is extremely provincial. According to the EF – English First survey of English language proficiency in 44 countries, Russia was ranked 32nd, well behind China, India, and Brazil. Only 17% of Russians speak any foreign language, while only 20% have ever been abroad (including neighboring countries and mostly Russian-speaking resorts in Turkey and Egypt). [5]

The latest survey by the Financial Times of what employers want from MBA graduates found that the ability to work in a team, to work with a wide variety of people and to build, sustain and expand a network of people were three of the top five skills that managers wanted. Practical qualifications like accounting, programming and applied microeconomics were among the least-desired attributes.

It serves as proof that English is necessary for career growth. Modern communication methods mean that collaboration is more frequent. Workers are constantly in touch with each other via e-mail, messaging groups or mobile calls. Time does not stand still, and soon the day will come when asking a person about their knowledge of English will be as immodest as asking if they can use a computer. No one can deny that English is increasingly prevailing in a global economy.

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THE ADVERTISING INDUSTRY HAS A PROBLEM: PEOPLE HATE AND MISUNDERSTAND INTERNATIONAL ADS

Abstract. *This paper presents the problem of advertising hate among people, identifies its main reasons, gives examples of good and bad advertising, and describes reasons for misunderstanding international ads.*

Key words: *advertising, advertiser, ad, international, sharp.*

Ads exist on TV and radio, on the Internet, on the streets, in transport. It is almost impossible not to pay attention to it. There is a social problem-people hate advertising because of it.

«It's all advertisers' fault», said Joanna Coles, a content officer of Hearst Magazines. Many customers try to get away by using ad blockers services [1]. They dislike ads so much that they are ready to pay for any subscription without them. For example, there is an online cinema called Netflix, where people can buy a whole year subscription and watch films without commercial break. According to the WHJ report, the video service's gain has grown by 24% year-on – year and reached \$24 billion [2]. Accordingly, there is a worldwide trend of lack of interest in advertising due to the decline in its quality.

Any advertising on people's view is a discontent, which was caused by it, only grows. Some apps have started to reward users with digital bonuses for viewing ads, it was made only for paying off. This method of interacting with the audience is called gamification, but it does not always work. In addition, people began to value themselves and their time more and became more demanding about the quality of content. According to it, they want to deal with the typical, dry and boring advertising that disgusts them. They pay money just not to see it. There are some loathe reasons, such as:

1. now advertisers amass huge stores of their data;
2. most of the advertising is silly, ridiculous, stupid;
3. ads track and analyze people's behavior;

Every advertisement has to be «sharp» especially if we talk about the ads, where we use English expressions. What do we understand about “sharp”?

- Correctly composed;
- Easily digestible;
- Short enough;
- No deep-thinking information provided;
- Creativity on its best.

One of the most effective and creative ways to attract people is to know a combination of culture and advertising. This technique is recently used by corporations in all over the world. There is an example of wrong way composing ADS: Happy Halloween.

The ad was released for the USA national holiday specifically. It contains part of the cultural value of this country which is clearly affected by that advertising. The main problem is advertising has to sell the product, but this ad makes me think about my personal protection and doubt its quality.

The horror of Halloween is being demonstrated by a tainted competitor product. Rudeness and lack of ethical culture do not allow us to call this example the correct way of interaction between advertising and culture.

On the other hand, I'd like to mention a company which compares advertising with the language in the correct way. I am talking about the «RED BULL».

In this advertising integration, the company combined a cultural language of England with their energy drink [3].

They used an old English anecdote that everyone understands and it is also familiar to Europeans from their birth. Only the current characters have changed.

That is why the unification of local jokes, culture, and marketing has created good advertising. Due to it, the sale of this energy drink has increased.

There is a misunderstanding of international ads

Advertising, aimed at people from different countries, often changes, depending on their culture. In every country it can be presented differently.

In addition, the difference in an international advertisement can be based on different world-famous sightseeings that emphasizes the uniqueness of each advertisement.

In conclusion, I would like to say that the right way of using English and its culture in marketing could influence people's behavior and opinion about the advertisement in general.

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СЕКЦИЯ НЕМЕЦКОГО ЯЗЫКА

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DER BERUF DES SPORTMANAGERS UND DIE SPRACHEN

Annotation. *Der Artikel behandelt den Beruf eines Sportmanagers. Wie kommt man an diesen Beruf, was sollte ein zukünftiger Spezialist tun können und ob sich ein Sportmanagement Studium lohnt.*

Schlagwörter: *Sport, Fussball, Deutsch, Beruf, Management, Sportmanagement.*

Viele Menschen treiben Sport, aber nicht jeder schafft es, Profi zu werden. Selbst wenn es gelingt, einer zu werden, wird die Karriere eines Sportlers sehr kurz. Man muss sich also um seine Zukunft kümmern und Hochschulbildung rechtzeitig bekommen. Ich habe mich für den Beruf eines Sportmanagers entschieden, weil ich sehr vom Sport inspiriert bin, insbesondere vom Fußball. Nach Abschluss einer Karriere besteht immer die Möglichkeit, im Leistungssport zu bleiben, das heißt Manager zu werden. Es gibt 3 Universitäten in Russland, an denen man eine solche Fachrichtung wie Sportmanagement studieren kann. Wenn man jedoch Deutsch oder Englisch spricht, kann man in Deutschland, Österreich oder in den USA studieren [1].

Die Hauptaufgabe des Sportmanagers ist das Sportleben des Vereines zu führen. Zu den Aufgaben, die von solchen Fachleuten zu lösen sind, gehören das Management von Sportorganisationen, der Verkauf von Sportartikeln und Sportdienstleistungen in Russland und im Ausland [2].

Die Liste der Fähigkeiten dieser Spezialisten ist sehr umfangreich, aber die Hauptkompetenz besteht darin, aus Krisensituationen herauszukommen und mit Menschen zu kommunizieren. Weiterhin soll der Sportmanager in einer Gruppe arbeiten komplexe Probleme lösen können, stressresistent sein, den Wunsch haben, die Welt zum Besseren zu verändern, verständnisvoll sein und vieles andere mehr [3].

Dieser Beruf bietet gute Möglichkeiten für zahlreiche Reisen, für Kontakte mit neuen Menschen und Kulturen und die Chance für persönliche und intellektuelle Entwicklung [4]. Zurzeit gibt es viele exzellente Sportmanager in der Welt, z. B. Thomas Tuchel, Jürgen Klopp, Ralph Rangnick und Pep Guardiola.

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FREMSPRACHENKENNTNISSE ALS STIMULIERENDER FAKTOR FÜR DIE INTERNATIONALE GESCHÄFTSKOMMUNIKATION

***Annotation.** Unter den modernen Bedingungen der komplexen Globalisierungs- und Integrationsprozesse ist es notwendig, zumindest eine Fremdsprache für eine vollwertige Geschäftskommunikation zu sprechen, insbesondere dann, wenn berufliche Interessen dies erfordern. Aus dieser Sicht ist es für eine erfolgreiche interkulturelle Zusammenarbeit notwendig, einen solchen Faktor wie Fremdsprachenkenntnisse zu haben.*

***Schlagwörter:** Fremdsprachen, Geschäftskommunikation, internationale Interaktionen, Integration, Globalisierung.*

Mit der aktiven Umwandlung des globalen Weltraums in eine einzige Zone, der intensiven Entwicklung von Handelsbeziehungen, der Teilnahme von Ländern und transnationalen Unternehmen an internationalen Integrationsprozessen, besteht ein dringender Bedarf an Fremdsprachenkenntnissen. Gute Sprachkenntnisse spielen in den internationalen Beziehungen eine sehr große Rolle. Die Beherrschung von Fremdsprachen führt zu einer besseren Integration in die fremde und sprachliche Umgebung und zu einer schnelleren Anpassung an deren Bedingungen [5]. Hochqualifizierte Mitarbeiter sind in ihrer Tätigkeit auf eine Fremdsprache angewiesen, um mit Geschäftspartnern aus anderen Ländern zu kommunizieren. Da mangelnde Sprachkenntnisse oft eine Barriere in der geschäftlichen Kommunikation darstellen, hängt die Effektivität internationaler Interaktionen maßgeblich von den Sprachkenntnissen der Mitarbeiter ab. Es ist wichtig, dass der Unterhändler über einen ausreichenden Wissensstand hat, um die Dialoge mit den Geschäftspartnern auf globaler Ebene mit Leichtigkeit führen zu können. Dies ist eine Bedingung, die erfüllt werden muss, denn im Rahmen der internationalen Geschäftskommunikation spielt die korrekte Verwendung von Fachvokabular eine besondere Rolle. Eine Nichtbeachtung kann dem Ruf des Mitarbeiters und des Unternehmens insgesamt schaden.

Für Firmen, die ausländische Wirtschaftsaktivitäten betreiben und entwickeln, ist die Einstellung von Personal, das mehr als eine Fremdsprache spricht, eine wichtige Fundstelle. Mitarbeiter, die mehrere Fremdsprachen beherrschen, werden dem Unternehmen bei der Umsetzung seiner zukünftigen Entwicklungsstrategie hilfreich sein. Mit professionellen, mehrsprachigen Mitarbeitern, die ein tiefes Verständnis für das internationale Geschäftsleben haben, kann die Firma die Kosten für die Einstellung von zusätzlichem Personal erheblich

reduzieren. Daher sollte eine Organisation, die auf verschiedenen nationalen Märkten tätig ist, die Suche und Einstellung von Menschen mit Sprachkenntnissen zu ihrer Priorität machen. Das wird ein klarer Wettbewerbsvorteil auf der Weltbühne sein.

Mit dem schnellen Wandel der Welt in allen Lebensbereichen, die Sprache des Handels und der Wirtschaft, der Geschäftskommunikation ist vor allem Englisch. Sie ist die Muttersprache von 379.000.000 Menschen und umfasst 137 Länder weltweit [9]. Insgesamt sprechen 1 Milliarde 132 Millionen Menschen Englisch. Heute ist Englisch zu einer internationalen Sprache geworden, es ist die häufigste in der Welt. Darüber hinaus gibt es einen Trend beim Lernen der chinesischen Sprache und ihrer Dialekte. Laut der Website Ethnologue sprechen etwa 1.296.461.000 bis 1.311.000.000 Leute sie als Muttersprache [6]. 534 Millionen Personen sprechen Spanisch, 280 Millionen Personen sprechen Französisch [9]. Ebenfalls erwähnenswert ist das Vorherrschen von Deutsch – die Sprache der Deutschen, Österreicher, Liechtensteiner und der meisten Schweizer, die Amtssprache von Deutschland, Österreich, Liechtenstein, eine der offiziellen Sprachen der Schweiz, Luxemburg und Belgien. 76.100.000 Menschen in 28 Ländern sprechen sie als Muttersprache, so die Statistik von Ethnologue für Februar 2019 [9].

Alle oben genannten Sprachen sind in den internationalen politischen und wirtschaftlichen Beziehungen von großer Bedeutung und fungieren als Arbeits- und Amtssprachen in vielen internationalen Integrationsverbänden. Englisch, Deutsch, Französisch und Spanisch gehören zu den 24 offiziellen Arbeitssprachen der Europäischen Union [7]. Die Nordatlantische Allianz – NATO kennt nur zwei offizielle Sprachen: Englisch und Französisch [8]. Die Amtssprachen der Vereinten Nationen sind Englisch, Französisch, Russisch, Chinesisch und Arabisch, während die Arbeiter nur Englisch und Französisch sind [1].

Das Mittel zur Schaffung einer erfolgreichen interkulturellen Kommunikation ist also die Kenntnis von Fremdsprachen, die als Kommunikationsmittel im Dialog der Kulturen, als Indikator für die berufliche Ausbildung, als Werkzeug zur Förderung der Entwicklung internationaler wirtschaftlicher und politischer Beziehungen dient. Mit den Globalisierungsprozessen wird Englisch zur universellen Sprache für Geschäftstreffen. Trotzdem sind nicht weniger gefragte und vielversprechende Sprachen in den internationalen Beziehungen: Spanisch, Chinesisch, Französisch, Deutsch und andere.

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FREMSPRACHEN ALS DER WEG ZUR PROFESSIONELLEN KOMMUNIKATION

Annotation. *Der Artikel analysiert die Rolle von Fremdsprachen im beruflichen Umfeld, untersucht die Anforderungen an moderne Fachkräfte unterschiedlicher Qualifikation und ermittelt die Gründe für das Erlernen der deutschen Sprache, um die Wettbewerbsfähigkeit auf dem Arbeitsmarkt zu steigern.*

Schlagwörter: *Fremdsprache, Deutsch, Englisch, Spezialist, Unternehmen, Nachfrage, Markt, Qualifikation, Wettbewerbsfähigkeit, berufliches Umfeld, Wissen, Bildung.*

In der heutigen Welt ist es nicht einfach, Spezialist zu sein. Die Welt entwickelt sich, der Informationsfluss nimmt von Tag zu Tag zu, so dass die Liste der Anforderungen an einen Spezialisten für jede Art von Aktivität und für jeden Aufgabenbereich zunimmt. In diesem Zusammenhang wird die Kenntnis einer Fremdsprache durch einen Spezialisten nicht nur zu einer Bonuskompetenz, sondern zu einer Notwendigkeit. Es ist mit dem Eintritt vieler Länder in den internationalen Markt, der Bildung der internationalen Informationsgesellschaft, der Globalisierung verbunden [5, 11]. Zunehmend finden sich Menschen in einem Unternehmen mit Hauptsitz in anderen Ländern, und die Arbeit wird in diesem Fall aus der Ferne durchgeführt. Mit der Entwicklung multinationaler Unternehmen entsteht ein Bedarf an Fachkräften, die Muttersprache und mehrere Fremdsprachen sprechen. Infolgedessen können wir schließen, dass eine Person, die auf dem Arbeitsmarkt gefragt sein möchte und berufliche Perspektiven hat, Fremdsprachenkenntnisse im Bereich der Geschäftskommunikation benötigt, um wettbewerbsfähig zu sein [4]. Jeder zehnte Arbeitgeber verlangt von den Bewerbern Fremdsprachenkenntnisse. Das Portal «Arbeit.roux» kam zu solchen Ergebnissen, nachdem es im ersten Halbjahr 2017 8000 offene Stellen untersucht hatte [7]. Die Zahl der Geschäftsfelder, in denen Mitarbeiter von Unternehmen in der Lage sind, eine erfolgreiche Karriere ohne Fremdsprachenkenntnisse zu machen, nimmt ab. Mit dem Aufkommen ausländischer Firmen und inländischer Organisationen, die mit ausländischen Partnern zusammenarbeiten, entstand ein Bedürfnis nach hoher Professionalität jedes Spezialisten im Unternehmen, und das Niveau der Sprachkenntnisse ist einer der Indikatoren für das Niveau seiner Ausbildung. Auch wenn für den Job keine obligatorischen Kenntnisse einer zweiten Sprache erforderlich sind, können diese Kenntnisse für den Mitarbeiter selbst wichtig sein, da er einen Job wählen kann, den er nicht nur in seiner Stadt und seinem Land, sondern auch im Ausland bekommen kann [2].

Der Popularität nach steht Englisch an erster Stelle unter den Fremdsprachen, in vielen Ländern wird es als obligatorische Fremdsprache gelernt. Fast alle internationalen geschäftlichen, diplomatischen, akademischen Verhandlungen werden auf Englisch geführt. In vielen europäischen Ländern ist es unmöglich ohne Englischkenntnisse, einen Job zu bekommen. Auch die chinesische Sprache wird populär. In den letzten Jahren ist die Zahl der internationalen Unternehmen, die nach Muttersprachlern suchen, um 35% gestiegen [10]. Dies ist auf einen starken Sprung in der Entwicklung der chinesischen Wirtschaft zurückzuführen. Die Nachfrage nach folgenden Sprachen bleibt bestehen: Hindi, Spanisch, Französisch, Spanisch und Deutsch [11].

Warum Deutsch im beruflichen Umfeld gefragt wird und warum es sich lohnt, es zu lernen:

- Deutschland ist das wirtschaftliche Zentrum der Europäischen Union. 2019 lag Deutschland hinter China und den USA auf Platz drei der weltweiten Exporte. Das Land exportierte Waren im Gesamtwert von \$1,486 Billionen, aus den Niederlanden, aus Japan, Frankreich und Südkorea. Die deutschen Produkte sind wettbewerbsfähig und gefragt, der Handelsüberschuss des Landes betrug im November 2019 18,3 Milliarden Euro und wächst jedes Jahr weiter [8].
- In Deutschland sind Dienstleistungen, Medizin, Informations- und Biotechnologie, Nutzung erneuerbarer Energien und umweltfreundlicher Technologien weit entwickelt [9].
- Die deutsche Wirtschaft bietet viele Geschäftsmöglichkeiten. Multinationale Unternehmen gibt es in der gesamten Europäischen Union und osteuropäischen Ländern, in denen Deutsch die zweit gesprochene Sprache nach Russisch ist. Unternehmen wie BMW, Daimler, Siemens, Lufthansa, SAP, Bosch, Infineon, BASF und viele andere brauchen internationale Partnerschaften. Die Japaner, die die drittstärkste Volkswirtschaft der Welt haben, haben die Vorteile, die ihnen Deutschkenntnisse bringen, längst erkannt: 68% der japanischen Studenten lernen Deutsch [8].
- Da die Deutschen große Innovatoren sind, ist ihre Präsenz im Internet auch sehr sichtbar. Deutschlands Top-Level-Domain.de mit 8 Millionen Domains ist nach einer Domain mit der Endung .com die zweitgrößte. Dies macht deutsche Domains populärer, einschließlich .net, .org, .info und .biz [8].
- Deutschland bietet eine große Anzahl von Stipendien für diejenigen, die an verschiedenen Universitäten in diesem Land studieren möchten. Das Studium in Deutschland im Rahmen des Magistratur Programms ist besonders bei Studenten aus Russland beliebt. Es gibt spezielle Touristenvisa für junge Leute aus dem Ausland, die eine Arbeitserlaubnis geben, und für einige Berufe kann man eine Sondergenehmigung erhalten, die bestimmte Arten von Arbeit erlaubt [8].
- Rund 100.000 neue Bücher werden jedes Jahr in Deutschland veröffentlicht. Nur die chinesischen und englischen Verlagsmärkte übertreffen Deutsch in der Anzahl der veröffentlichten Werke pro Jahr. Nach der Anzahl der veröffentlichten Bücher ist München nach New York die zweite Stadt in der Welt. Nur ein kleiner Prozentsatz der deutschen Bücher wird in andere Sprachen übersetzt (etwa 10% auf Koreanisch und Chinesisch, 5% auf Englisch). Sprachkenntnisse bieten Zugang zu einer großen Anzahl von deutschsprachigen Publikationen [8].
- Deutsch ist die Muttersprache der meisten Menschen in Europa. Das ist kein Wunder, denn allein in Deutschland leben 83 Millionen Einwohner. Aber nicht nur in Deutschland wird Deutsch gesprochen, es ist auch die Amtssprache von Österreich und Liechtenstein und eine der Amtssprachen der Schweiz, Belgiens und Luxemburgs. Darüber hinaus ist Deutsch die Muttersprache eines großen Teils der Bevölkerung in Norditalien, Ostbelgien, den Niederlanden, Dänemark, Ostfrankreich, Teilen Polens, der Tschechischen Republik und Rumänien [9].

Obwohl Deutsch nicht so beliebt ist wie Englisch oder Chinesisch, ist es ebenso wichtig. Vor allem dann, wenn man in einer deutschen Firma arbeiten oder nach Europa umziehen und

dort arbeiten will. Wenn ein Spezialist fließend Business-Englisch und Deutsch spricht, vervielfacht er seine Chancen auf Karrierewachstum und ein gutes Gehalt. Die Verwendung einer Fremdsprache in einem geschäftlichen oder beruflichen Umfeld erfordert Kenntnisse auf professionellem Niveau. Je nach Tätigkeitsbereich sollte man beim Erlernen einer Fremdsprache die Spezifikation berücksichtigen, da es wichtig ist, die Terminologie zu kennen und die Begriffe in der Sprache korrekt zu verwenden [3]. Fremdsprachenkenntnisse können jedoch häufig nicht für eine Reihe von Fachgebieten verwendet werden. Dies beeinträchtigt nicht die Bedeutung dieses Wissens. Ein markantes Beispiel dafür, wie gefragt nichtlinguistische Spezialisten mit Fremdsprachenkenntnissen sein könnten waren die Olympischen Spiele in Sotschi. Dort wurde die Anwerbung von Fachkräften unterschiedlicher Qualifikation mit Fremdsprachenkenntnissen gefördert. Das Ministerium für Arbeit und Beschäftigung der Region Krasnodar hat Kandidaten bei der Auswahl von freien Arbeitsplätzen in den Olympischen Einrichtungen unterstützt. Die Schulungen wurden in verschiedenen Formen öffentlicher und privater Strukturen durchgeführt, einschließlich kleiner Unternehmen. Zusammenfassend kann man sagen: Fremdsprachenkenntnisse verschaffen einen Wettbewerbsvorteil auf dem Arbeitsmarkt. Es sollte jedoch daran erinnert werden, dass dies kein entscheidender Faktor für die Einrichtung am Arbeitsplatz ist: Die wichtigsten Merkmale sind immer noch persönliche Qualitäten, berufliche Fähigkeiten und Kenntnisse, gute theoretische Ausbildung, Berufserfahrung, Kreativität des Denkens. Die Fremdsprache bietet nur einen Vorteil, eröffnet neue Möglichkeiten im professionellen Umfeld, ermöglicht es, soziale Verbindungen aufzubauen und auch Wissen aus verschiedenen Quellen zu ziehen. In Zukunft wird der Mensch eine hohe Mobilität benötigen, und die Beherrschung einer Fremdsprache wird dieses Maß an Mobilität erhöhen.

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FREMSPRACHENKENNTNISSE ALS FAKTOR FÜR DIE WETTBEWERBSFÄHIGKEIT EINES SPEZIALISTEN AUF DEM ARBEITSMARKT

Annotation. *In Beitrag handelt es sich um die Bedeutung des Fremdsprachenlernens, den Einfluss von Fremdsprachenkenntnissen auf die Wettbewerbsfähigkeit eines Spezialisten auf dem Arbeitsmarkt und das Einkommen. Statistische Daten werden dargestellt und verglichen.*

Schlagwörter: *Fremdsprachen, Wettbewerbsfähigkeit eines Spezialisten, Arbeitsmarkt, Zusammenarbeit, Globalisierung, Einkommensniveau.*

Die Wettbewerbsfähigkeit eines Spezialisten ist seine Fähigkeit, den Anforderungen des Arbeitsmarktes, d.h. den Anforderungen des Arbeitgebers, sowie den Zielen der Organisation zu entsprechen. Die Wettbewerbsfähigkeit eines bestimmten Spezialisten auf dem Arbeitsmarkt wird durch den Vergleich der Wettbewerbsvorteile der Bewerber (Faktoren für die Wettbewerbsfähigkeit) bestimmt, nämlich – Kenntnisse, Fähigkeiten, beruflich bedeutsame persönliche Qualitäten, Qualifikationen, Bildung sowie das Beherrschen einer oder mehrerer Fremdsprachen. In vielen Bereichen, die nicht direkt mit der Linguistik und dem Erlernen von Sprachen verbunden sind, bietet die Beherrschung von Fremdsprachen einen großen Vorteil bei

der Einstellung. Zu diesen Bereichen gehören Kultur- und Kreativwirtschaft, Management, Handel, Bildung, Finanzen, IT, Marketing und PR, Hotelgewerbe, Transport und viele andere [2].

Die Spezialisten des nichtlinguistischen Profils mit Fremdsprachenkenntnissen werden auf dem Arbeitsmarkt immer beliebter, weshalb das moderne Bildungssystem das Erlernen einer oder mehrerer Fremdsprachen in den Schulen und den Hochschulen beinhaltet. Die Steigerung der Wettbewerbsfähigkeit von Fachkräften auf dem Arbeitsmarkt hängt weitgehend von der Effektivität der Bildungssysteme ab. Das Lernen von Fremdsprachen in Schulen ermöglicht es den Kindern, sich nicht nur mit den Werten der Weltkultur vertraut zu machen und ihren Horizont zu erweitern, sondern auch damit zu beginnen, einer der wichtigsten beruflichen Fähigkeiten zu entwickeln. Laut der Eurostat-Statistik für 2018 haben 96% der Schüler der Sekundarstufe II in den Ländern der Europäischen Union Englisch als Fremdsprache gelernt; mehr als drei Fünftel (60%) aller Schüler der Sekundarstufe II lernten 2018 zwei oder mehr Fremdsprachen [4].

Die neue Welle der Globalisierung, die auf dem Weltwirtschaftsforum 2019 in Davos als «Globalisierung 4.0» bezeichnet wurde, stellt einen unvermeidlichen Prozess dar, in dem die Welt durch den Austausch von Gütern, Dienstleistungen, Ideen, Wissen, Informationen und kulturellen Werten zunehmend miteinander verbunden ist. In der Vergangenheit war dies auf den Abbau von Handelshemmnissen, und in der modernen Welt – auf die Schaffung globaler, digitaler und virtueller Systeme sowie den aktiven Austausch von Ideen und Dienstleistungen zurückzuführen. Im Zusammenhang mit dem Prozess der Annäherung von Wirtschaften und Kulturen verschiedener Länder sowie der Schaffung einheitlicher internationaler Systeme, besteht die Notwendigkeit für internationale Zusammenarbeit. Moderne digitale Technologien erleichtern den Prozess der Zusammenarbeit. Immer mehr Unternehmen tauschen ihre Erfahrungen mit Kollegen aus anderen Ländern aus. Ohne Fremdsprachenkenntnisse, die die interkulturelle Kommunikation auf professionellem Niveau ermöglichen, ist eine solche Interaktion nicht möglich. Außerdem sind die meisten internationalen Standards, Berichte von internationalen Organisationen und Studien in Englisch geschrieben. So sollten zum Beispiel moderne Buchhalter für eine erfolgreiche Arbeit in einem Unternehmen mit ausländischem Kapital fließend Englisch oder die Fremdsprache beherrschen, in der es üblich ist, die Dokumentation im Hauptsitz des Unternehmens zu führen. Darüber hinaus sind Kenntnisse der internationalen Rechnungslegungsstandards (IFRS) sowie der allgemein anerkannten Rechnungslegungsgrundsätze (US-GAAP) erforderlich, für die auch Englischkenntnisse benötigt werden [1]. Immer mehr Mitarbeiter aus verschiedenen Tätigkeitsbereichen haben das Bedürfnis, eine Fremdsprache zu erlernen. Laut einer Umfrage auf der Jobseite „Indeed“, an der 2229 Mitarbeiter in ganz Deutschland teilgenommen haben, nutzen 44% der deutschen Arbeitnehmer in ihrem Beruf Fremdsprachen. Davon wenden 64% ihre Fremdsprachenkenntnisse mindestens 2-3 Mal pro Woche an. Demnach benötigen 97% der Befragten, die in ihrem Job Fremdsprachen nutzen, Englisch, 19% Französisch und 12% Russisch. Zu den neuen Geschäftssprachen gehören auch Türkisch und Chinesisch [5].

Fremdsprachenkenntnisse als Faktor für die Wettbewerbsfähigkeit eines Spezialisten erhöhen nicht nur seine Chancen, einen angesehenen Arbeitsplatz zu finden, sondern wirken sich auch positiv auf die Lohnhöhe aus. Im Jahr 2011 führten Ginsburg & Prieto eine Studie durch, in der die Vorteile von Fremdsprachenkenntnissen in Österreich, Dänemark, Finnland, Frankreich, Deutschland, Griechenland, Italien, Portugal und Spanien untersucht wurden. In all diesen neun Ländern wirken sich die Englischkenntnisse (und ihre Verwendung am Arbeitsplatz) positiv auf das Einkommen aus: von 11% des zusätzlichen Einkommens in Österreich bis zu 39% in Spanien. In Frankreich und Italien bieten Deutschkenntnisse höhere Erträge als Englischkenntnisse. Zum Beispiel beträgt in Frankreich die Lohnprämie für Sprachkenntnisse in Deutsch als Zweitsprache 49%, während die Lohnprämie für Englischkenntnisse nur 29% beträgt [3,6]. Dies lässt sich damit erklären, dass Deutschland der erste Handelspartner Frankreichs ist. In jedem Land gibt es Bereiche mit bestimmten

ausländischen Partnern. Daraus kommt es zu der Nachfrage nach den Kenntnissen der selteneren Fremdsprachen. Heute wird Englisch als etwas Alltägliches wahrgenommen. Englischkenntnisse sind in vielen Bereichen notwendig – nicht nur im Zusammenhang mit der Interaktion zwischen Unternehmen, sondern auch im Dienstleistungssektor. Die Anforderung "Englischkenntnisse" ist in den meisten Berufen im Zusammenhang mit der Kommunikation mit Menschen (Kassierer, Berater) obligatorisch. Die oben genannten Studien haben gezeigt, dass fast jeder in der Schule Englisch lernt. Ein neuer Trend und ein zusätzlicher Wettbewerbsvorteil sind die Kenntnisse in Deutsch, Französisch, Chinesisch, Türkisch und anderen Fremdsprachen. Zum Beispiel führt die Russische Föderation eine aktive Zusammenarbeit mit China. Da gemeinsame Programme durchgeführt werden, besteht ein Bedarf an die Spezialisten, die Chinesisch (zusätzlich zu Englisch) sprechen. Ein ähnliches Bild bildet sich auch in anderen Bereichen, in denen Spezialisten mit zweisprachigen Kenntnissen erforderlich sind. Die Kenntnis von zwei Fremdsprachen erhöht die Wettbewerbsfähigkeit eines Spezialisten auf dem Arbeitsmarkt.

Das Erlernen von Fremdsprachen ist daher eine Schlüsselaufgabe in der Ausbildung hochqualifizierter Fachkräfte. Wie die in diesem Artikel untersuchten Studien gezeigt haben, ist die Fremdsprachenkenntnis eine wichtige Fähigkeit im Rahmen der heutigen Globalisierung. Die moderne Gesellschaft entwickelt sich aktiv, es entstehen immer engere Beziehungen, die Welt verwandelt sich in einen einzigen Raum, in dem die Existenz ohne Fremdsprachenkenntnisse schwierig ist. Fremdsprachenkenntnisse sind heute einer der Faktoren für die Wettbewerbsfähigkeit eines Spezialisten auf dem Arbeitsmarkt, die sich direkt auf das Einkommensniveau auswirken.

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DIE ROLLE DES ERLERNENS EINER FREMDSPRACHE IN DER BERUFLICHEN AUSBILDUNG VON STUDENTEN

Annotation. *Die moderne Welt braucht nicht nur Fremdsprachenkenntnisse, sondern Mehrsprachigkeit. Heute sind Fremdsprachenkenntnisse die Grundvoraussetzung für einen guten und angesehenen Beruf. Darum und wie man das erreicht, geht es in meinem Artikel.*

Schlagwörter: *Fremdsprache, Studium, Beruf, Möglichkeiten zum Erlernen einer Fremdsprache, Berufsausbildung.*

Die Berufsausbildung ist einer der Bestandteile beim Erlernen einer Fremdsprache. Die Studenten nehmen an der Internetkommunikation teil, indem sie einen großen Wortschatz lernen, Texte auf ihrem Fachgebiet lesen und lernen, in der Berufssprache zu kommunizieren [2]. Die Ausbildung zielt darauf ab, praktische und pädagogische Ziele zu erreichen, die es den Studenten ermöglichen, sich eine Fremdsprache anzueignen, indem sie Informationsquellen in Bezug auf den zukünftigen Beruf nutzen, allgemeine und berufliche Perspektiven erweitern, die Fähigkeit erwerben, mit ausländischen Kollegen in ihrer Sprache zu kommunizieren, die fremdsprachige Entscheidungen zu verstehen und zu respektieren.

Eine Fremdsprache wird in der Welt als ein Faktor für den allgemeinen sozioökonomischen, wissenschaftlichen, technischen und kulturellen Fortschritt der Gesellschaft angesehen. Eine Fremdsprache ist daher ein Thema für die persönliche und berufliche Entwicklung. Eine Fremdsprache hilft den Studierenden, sich an einer Vielzahl moderner Berufe zu orientieren, und trägt zur Bildung beruflich wichtiger persönlicher Qualitäten bei. Die folgenden Gründe bestimmen die Möglichkeiten dieses Studienbereichs [1].

Erstens wird das Hauptaugenmerk beim Erlernen einer Fremdsprache auf die Entwicklung von Kommunikationsaktivitäten und Kommunikationsfähigkeiten gelegt. Man könnte sagen, diese Kompetenz ist die Grundlage für die Organisation der Produktion und für die Öffentlichkeitsarbeit, für Management und Dienstleistungen, für Verwandte, für Kunst und Sport. Es kann daher argumentiert werden, dass die Beherrschung grundlegender Kommunikationsfähigkeiten in einer Fremdsprache eine Art Plattform für die berufliche Entwicklung der Persönlichkeit eines Studenten ist. Zweitens dient eine Fremdsprache den Studenten als Berufsberatung bei der Lösung von Problemen, die sich auf die berufliche Entwicklung seiner Persönlichkeit auswirken. Drittens erklärt sich der Fremdsprachenunterricht im Beruf durch die Verbindung dieses Fachs mit anderen Fächern, sowohl humanitären als auch speziellen. Das Erlernen einer Fremdsprache in der Berufsausbildung kann sowohl aus objektiven als auch aus subjektiven Gründen erklärt werden. Der objektive Grund basiert auf dem Bedarf an mittelständischen Fachkräften, die eine Fremdsprache beherrschen. Je früher die Beherrschung der Kommunikationsfähigkeiten in einer Fremdsprache im beruflichen Bereich beginnt und die Ausbildung profiliert ist, desto wahrscheinlicher ist es, dass die Fremdsprache für berufliche Zwecke verwendet wird [2].

Die subjektive Ursache wird durch die folgenden Konzepte bestimmt. Um eine Fremdsprache erfolgreich zu beherrschen, muss sie in das System der Lebensinteressen einer Person integriert werden. Eines dieser Interessen der Studenten ist alles, was mit ihrer Arbeit zu tun hat. Wenn ein Student beim Erlernen einer Fremdsprache erkennt, dass der Unterricht ihm hilft, etwas Neues über seinen Beruf zu lernen und sich in sein Fachgebiet zu vertiefen, dass eine Fremdsprache für seine zukünftige Arbeit und die Verbesserung seines kulturellen Niveaus notwendig ist, wird das Erlernen einer Fremdsprache an der persönlichen Bedeutung für den Studenten gewinnen und ein ständiger Motivationsfaktor sein.

Bei der Durchführung eines Berufsausbildungsprogramms ist es erforderlich, ein bestimmtes Ziel festzulegen und zu versuchen, es zu konkretisieren und die Elemente der direkten Fremdsprachenkommunikation zu beherrschen, um die in der beruflichen Tätigkeit entwickelten Fähigkeiten weiter nutzen zu können [3]. Für die Umsetzung eines solchen professionellen Programms ist eine angemessene methodische Versorgung erforderlich. Beispielsweise erstellen Fremdsprachenlehrer in einem technischen Bildungszentrum mit Hilfe von Schülern und Beratung mit Meistern Studientexte zu Themen wie Automatisierung von Technologie- und Produktionsprozessen, Texte für Schweißer, Automechaniker und Elektriker. Die Texte werden über das Internet, Zeitungen, Fachzeitschriften ausgewählt. Im Rahmen des Programms werden berufsorientierte Fächer vom zweiten bis zum dritten Jahr studiert und im vierten wird mit dem Studium fortgesetzt. Es muss darauf hingewiesen werden, dass die Arbeitsprogramme und Arbeitspläne auf die beruflichen Interessen der Lerner ausgerichtet sind [2].

Der gesamte Zyklus des Berufsprogramms ist speziell der Berufsausbildung gewidmet, obwohl es bereits im ersten Jahr mit der Berufsausbildung auf einem produktiven Niveau begonnen wird. Diese Arbeit wird in Form des Studiums von Fachbegriffen, der Erstellung von kleinen Dialogen und Fragen, durch das Übersetzen von Texten realisiert. Im zweiten und dritten Jahr wird die Arbeit bereits auf einer produktiven und kreativen Ebene fortgesetzt. Sie umfasst die Arbeit mit berufsbezogenen Vokabeln, die Durchführung verschiedener lexikalischer und Grammatikübungen, das Lesen und Übersetzen von fachspezifischen Texten, die Erstellung von Schemas und Fachwörterbüchern, die Durchführung vom simulationsbasierten Training. Eines der didaktischen Prinzipien ist hier deutlich sichtbar – das Prinzip der zwischenmenschlichen Beziehungen.

Die wichtigste Methode zur beruflichen Kompetenzentwicklung ist der praktische Deutschunterricht [1]. Nachdem die Studenten ihr Praktikum abgeschlossen haben, machen sie kurze Berichte auf Deutsch darüber und, ob sie Deutsch in ihrer Arbeit verwenden konnten. Das entsprechende Vokabular wird im Voraus angegeben oder an die Tafel geschrieben. In der Arbeit wird die Methode des Lernens im Arbeitsprozess verwendet. Das Wesentliche beim problembasierten Lernen ist, dass der Inhalt des Unterrichtsmaterials als Teil einer Problemaufgabe gegeben wird, die Lerner sich in einer Problemsituation befinden und keine Antwort erhalten sollten. Die Aufgabe kann vom Lehrer definiert, aber auch vom Schüler selbst festgelegt werden. Zum Beispiel finden angehende KFZ-Mechaniker, die die Mängel der heimischen Autoindustrie kennen und Deutsch beherrschen, Wege, dieses Problem zu lösen. Diese Arbeit wird von den Studenten selbst erledigt. Es werden verschiedene Lösungsmöglichkeiten angeboten. Die Beiträge sind in deutscher Sprache geschrieben, aber in verständlicher Form. Um zu überprüfen, ob die Studenten den Inhalt richtig verstanden haben, können sie Fragen stellen. Diese Arbeit fördert erfolgreiche Kommunikation im Beruf. Neben praktischen Zielen hat die Berufsausbildung pädagogische Ziele. Sie bietet die Möglichkeit, Studenten durch eine Fremdsprache mit Informationsquellen zu verbinden, ihren allgemeinen und beruflichen Horizont zu erweitern, die Fähigkeit zu entwickeln, sich mit ausländischen Kollegen in ihrer Sprache zu verständigen, eigene Sprachkultur zu verbessern und ihren zukünftigen Beruf besser zu verstehen [3].

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**DEUTSCHE FILMKUNST IN DER WELT,
IN DEUTSCHLAND UND IN RUSSLAND**

Annotation. *Dieser Artikel konzentriert sich auf den deutschen Filmbetrieb. Hier sind die Ergebnisse einer Studie zur Bestimmung des Platzes der deutschen Filme auf verschiedenen Märkten dargestellt.*

Schlagwörter: *Deutschlands nationaler Filmbetrieb, deutsches Kino, nationaler Markt, Weltmarkt, russischer Markt, Weltkino.*

Das Problem lautet: Welchen Platz nimmt das deutsche Kino auf verschiedenen Märkten ein? Was hat den aktuellen Stand der deutschen Filmkunst verursacht?

Das Forschungszweck ist: das deutsche Kino und sein Platz auf dem internationalen, nationalen und russischen Markt.

Es gibt eine Hypothese, die besagt: die deutsche Filmgeschichte ist ein Teil der internationalen Filmkultur. Sie reicht von technischen Pionierleistungen über die frühen Kinokunstwerke des Stummfilms und neu etablierten Genres bis zu Propagandafilmen, Heimatfilmen, Autorenkino, populären Kassenschlagern und zu europäischen Koproduktionen. Die Herstellung von Fernsehfilmen und Serien, Werbefilmen, Dokumentarfilmen, Trickfilmen und Musikvideos gehört ebenfalls zum Filmschaffen in Deutschland [1]. Seine Geschichte ist untrennbar mit der Geschichte des Landes verbunden und durch abwechselnde Höhen und Tiefen gekennzeichnet [2].

Es gab zwei Perioden in der Geschichte des deutschen Kinos, in denen es wirklich großartig war und das Weltkino beeinflusste. Das ist die Zeit des deutschen Expressionismus in den 1920-er Jahren und die Zeit des neuen deutschen Kinos in den 1970-er Jahren [3].

Heute ist nicht solche Zeit, aber ohne deutsches Kino ist ein europäisches Kino nicht vorstellbar. Es ist nicht vom Weltkino zu trennen, und alle Strömungen, die durch Europa fließen, spiegeln sich im deutschen Kino wider.

In Deutschland werden jährlich 150 bis 160 Filmstreifen gedreht, 80 bis 90 werden jedoch in den Filmvertrieb freigegeben. In den späten 90ern – frühen 2000ern lag der Anteil deutscher Filme in den Kinos bei 7-9%, jetzt liegt er bei 20-25%. Das deutsche Kino verteidigt seinen Platz auf dem nationalen Filmmarkt allein und hält die Messlatte auch ohne große staatliche Unterstützung recht hoch [6].

In Deutschland gibt es auch keine Quoten für die Vorführung deutscher Filme an der Abendkasse. Deutsche Filme haben keine Präferenzen für das nationale Kino. Sie wählen, was sie für rentabel halten, und das einzige Kriterium ist der Ticketverkauf. Daher kann das deutsche Kino dem ausländischen Kino nur aus eigener Kraft standhalten, das heißt mit einem Qualitätsprodukt, das ins Kino geht [6].

Deutschland belegt im internationalen Filmvertriebsmarkt den 8. Platz. Auf dem europäischen Markt liegt Deutschland in Bezug auf die Zuschauerzahl hinter Russland, Frankreich und England zurück. So wurden im Jahr 2017 122,3 Millionen Tickets verkauft (zum Vergleich: in Russland – 212,2 Millionen, in Frankreich – 209,4 Millionen, in England – 170,6 Millionen). Dies bedeutet auch, dass die Anzahl der jährlichen Gebühren für den Filmverleih im Vergleich zu anderen Ländern geringer ist: Deutschland – 1,056 Mrd. EUR, Russland – 53, 2838 Mrd. Rubel. (etwa 0,809 Mrd. EUR), Frankreich – 1,387 Mrd. EUR, England – 1,469 Mrd. EUR [5].

Auch der Anteil nationaler Filme in Deutschland ist gering. Im Jahr 2017 entfielen etwa 23,9% der deutschen Filme auf die Verbreitung auf dem nationalen Markt.

Einer der möglichen Gründe dafür ist das, dass das Kino des 21. Jahrhunderts in Deutschland ein strahlendes kommerzielles Flair erlangte und seine Genre-Originalität verlor. Jetzt sieht es immer mehr nach einer Hollywood-Produktion aus, obwohl einzelne Enthusiasten wie Angela Chanelek («Marseille», «Nachmittag») oder Christian Petzold («Gespenster», «Barbara») die Traditionen der Berliner Kinoschule fortsetzen [4]. Einer der beliebtesten Filme des letzten Jahrzehnts war der mit dem Oscar ausgezeichnete Film «Das Leben der Anderen» von Florian Henkel von Donnersmarck über die berühmte Geheimpolizei in Deutschland.

Auf dem russischen Markt nimmt Deutschland im Vergleich zu anderen Ländern ebenfalls einen eher niedrigen Platz ein. Laut der russischen Website «КиноПоиск HD» beträgt die Gesamtzahl der deutschen Filme und Fernsehserien (einschließlich Filme, bei denen Deutschland eines der produzierenden Länder ist) jeweils 21631 und 1277 Streifen. Alle Daten sind in der folgenden Tabelle angegeben [7]:

| <i>Das Land</i> | <i>Die Filme</i> | <i>Das Land</i> | <i>Die TV-Serie</i> |
|--------------------|-------------------|--------------------|---------------------|
| Russland (+ UdSSR) | 13 752 (+ 11 324) | Russland (+ UdSSR) | 5 240 (+ 371) |
| USA | 281 040 | USA | 20 357 |
| England | 51 044 | England | 6 361 |
| Frankreich | 39 434 | Japan | 5 413 |
| Italien | 22 859 | Frankreich | 1 938 |
| Deutschland | 21 631 | Südkorea | 1 722 |
| Japan | 19 391 | Deutschland | 1 277 |
| Spanien | 16 699 | Spanien | 1 091 |
| Südkorea | 4 695 | Italien | 921 |

Es wird deutlich, dass das deutsche Kino nicht das beliebteste und gefragteste auf dem Markt ist. Darüber hinaus nicht nur auf dem internationalen oder russischen Markt, sondern auch auf dem nationalen Markt. Und um wieder wirklich großartig zu werden und das Weltkino zu beeinflussen, muss das deutsche Kino große Anstrengungen unternehmen.

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TESLAS ERFOLGSGESCHICHTE

***Annotation.** Dieser Artikel widmet sich der Geschichte von Tesla und dem Markt der Elektroautos. Des Weiteren werden die Hauptfaktoren des Tesla-Erfolgs solche wie Innovationen, Smart Marketing und Great Management erörtert.*

***Schlagwörter:** Tesla, Auto, Marketing.*

Eines Tages fanden die Ingenieure Mark und Martin Eberhard mit Erfahrung im Joint Business Elektroautos sehr interessant. Ihre Aufmerksamkeit wurde auf die kalifornische Firma AC Propulsion gelenkt, die im Jahr 1997 ein mit der Blei-Säure-Batterie ausgestattetes tzero-Elektroauto im Wert von \$80k hergestellt hatte [1].

Martin Eberhard testete das Auto und war von den Ergebnissen beeindruckt: keiner der Vorgänger der «grünen» Autos zeigte so ein sanftes Fahren und schnelle Beschleunigung. Infolgedessen wurde beschlossen, eine halbe \$1M in AC Propulsion in die Entwicklung von Prototyp tzero mit Lithium-Ionen-Batterien anstatt der Blei-Säure-Batterien zu investieren [1]; [2].

Es kam nicht zur Serienproduktion. Die Kosten für die neue Version des Autos sind um ein Vielfaches gestiegen – auf \$220k, was laut den Entwicklern keine Chance für die Zukunft hatte.

Daher beschlossen die Partner, ein eigenes Unternehmen zu gründen, um an der Entwicklung teilzunehmen. Im April 2003 kaufte Mark Tarpenning den Domainnamen teslamotors.com, und das Unternehmen selbst wurde am 1. Juli registriert. Zu diesem Zeitpunkt hatten Ingenieure ein Berechnungsmodell gebildet, um die erforderliche Anzahl von Batterien anhand der Eigenschaften und des Gewichts des Fahrzeugs zu berechnen. Geschäftskollegen gelangen zur Erkenntnis, dass sie keine richtige Erfahrung hatten. Deshalb entschieden sie Motorentwicklung, Endmontage, Marketing und Verkaufsplan zu übernehmen, andere Teile von Drittanbietern zu kaufen. Sie brauchten jedoch einen Investor [1]; [3].

Zu diesem Zeitpunkt, wie sich später herausstellte, trafen amerikanische Ingenieure die Schlüsselfigur von Tesla Motors – den Geschäftsmann Elon Musk. Elon Musk legte in Tesla Motors \$6,5M an und wurde zum Vorstandsvorsitzenden von Tesla Motors. Die Arbeit am Roadster-Modell begann im Herbst 2004. Das erste "schwarze" Modell wurde im Mai 2006 zusammengebaut, was neue Investoren anzog. Die erste Präsentation des Modells fand im Sommer 2006 statt. Direkt bei der Veranstaltung erhielt das Unternehmen 30 Vorbestellungen für das Elektroauto, dessen Kosten \$110k betragen. In den nächsten zwei Wochen waren 127 weitere Bestellungen eingegangen. Roadster stieg auf das Dezember Cover von Time Magazin und wurde Gewinner des Best Invention 2006 Awards. Der Erfolg war durch eine leistungsstarke PR-Kampagne unterstützt. Es war geplant, dass die ersten Kunden im 2006 ihre Autos erhalten würden. Gemäß der ursprünglichen Entscheidung sollte die Firma Lotus das Auto zusammenbauen. Tesla Motors benötigte nur Fahrwerksteile. Tatsächlich verlief es anders: Das Unternehmen begann mit dem Bau von eigener Batteriefabrik und transportierte die Teile zu Lotus [1]; [2].

Aber es stellte sich heraus, dass die geschätzten Kosten eines Elektroautos sich verdoppelt haben: auf \$200k statt der geplanten \$68k. 2007 wurde Eberhard von der Position des Direktors des Unternehmens bis zur Position des Präsidenten der Technologie degradiert. Alles, was ein Ingenieur zu lösen hatte, waren sekundäre Produktionsprobleme. Der Ingenieur war anderer Meinung, verließ das Unternehmen jedoch Anfang 2008. Nach ihm verließ das Unternehmen sein zweiter Gründer, Mark Tarpenning. Im Herbst 2008 wurde Elon Musk Leiter von Tesla Motors und nahm aktiv an diesem Geschäft teil. Das Unternehmen verfügte über einen Vollimpact-Modus. Mitarbeiter, die die Aufgaben nicht sofort bewältigen konnten, wurden gekündigt. Einige betrachteten Musk als harten Führer, andere akzeptierten seinen Führungsstil, waren ihm gegenüber aber sicherlich nicht gleichgültig. 24 Stunden und 7 Tage pro Woche kochte die Arbeit. Aber in der Endphase ging das Geld aus, und die Investoren wollten nicht in ein fragwürdiges Startup investieren. Dann ging Elon Musk all-in und investierte den größten Teil seines Kapitals in die Geschäftsentwicklung. Im Juni 2009 produzierte Tesla Motors 500 Autos. Interessanterweise kostete es dem Unternehmen \$140M, anstatt der zuvor berechneten \$25M. In 4 Jahren (2008-2012) wurden nur 2.250 Roadster-Elektrofallen verkauft [2]; [3].

Die einzig richtige Lösung, um die bedauerliche Situation zu beheben, war die Entwicklung eines neuen Elektroautos. Dank seiner eigenen etablierten Produktion wurde es möglich, die Kosten um mehr als \$40k zu senken. Infolgedessen betrug der Preis für die Basisversion des Model S \$62,4k. Auf der Suche nach neuen Finanzmitteln verhandelte das Unternehmen mit der US-Regierung. Die Idee funktionierte! Elon Musk erhielt ein Darlehen in Höhe von \$465M, das bis 2018 zurückgezahlt werden sollte. Dank dessen begann 2012 die Serienproduktion von Elektrofahrzeugen. Der Erfolg war enorm: im letzten Monat 2014 erreichte der Umsatz des Model S 55.000 Autos. Das Darlehen der US-Regierung wurde übrigens 2013 zurückgezahlt. Dies geschah aufgrund der Nachfrage nach der Neuheit und 2010 fand der Börsengang (erster öffentlicher Verkauf von Aktien) statt [2]. Die Ergebnisse waren beeindruckend: allein am ersten Tag des Handels stieg der Aktienkurs um 41 % (von \$17 auf \$23,89). Im Februar 2012 machte Tesla die Voranzeige vom Model X, das im selben Jahr auf den Markt kam. Darüber hinaus baute das Unternehmen ein Ladegerätekraftwerksnetz in Kalifornien auf. Im Sommer 2014 wurde das Budget für das Tesla Model 3 zur

Veröffentlichung vorbereitet, wo die Basisversion auf \$35k reduziert wurde. Im Dezember 2014 stand Tesla D Elektroauto, eine verbesserte Version von Model S, zum Verkauf. Bisher erlitt das Unternehmen Verluste, jedoch mit Hilfe einer erfolgreichen PR-Strategie wurde die Wahl der richtigen Marketingentscheidungen jedoch früher getroffen als die Fans, die bereit waren, für die angekündigten Tesla-Modelle zu zahlen, ohne das genaue Datum ihrer Veröffentlichung zu kennen. Im Februar 2017 wurde Tesla Motors in Tesla umbenannt [1]. Innerhalb von 2018 blieb das Unternehmen ein unrentables Unternehmen, aber es gab erhebliche Veränderungen:

- Der Nettoverlust belief sich auf \$1,06 Milliarden, was zweimal weniger als im Jahr 2017 (\$2,24 Milliarden) war;
- Der Umsatz verdoppelte sich auf \$21,46 Milliarden;
- Im Jahr 2018 wurden 245.240 Elektrofahrzeuge produziert – so viele Elektrofahrzeuge wie das Unternehmen im Laufe der Jahre produziert hat.

2019 gingen die Verluste zurück und der Umsatz wuchs. Tesla zeigte Rekordumsätze – \$24,58 Milliarden, wodurch die Verluste auf \$775M reduziert wurden. Der Absatz von Elektrofahrzeugen stieg deutlich auf 367.500 Fahrzeuge. Nach den Ergebnissen des Handels an der NASDAQ-Börse am 8. Januar 2020 überstieg die Kapitalisierung von 88,7 Milliarden US-Dollar erstmals den Gesamtwert der beiden Automobilgiganten General Motors (50 Milliarden US-Dollar) und Ford (37 Milliarden US-Dollar). Entgegen den Erwartungen der Wettbewerber hat Tesla den globalen Automobilmarkt beendet. Das konnte nur dank eines Traums möglich werden. Die Produktion von Elektrofahrzeugen basierte für Elon Musk auf dem Wunsch, ein völlig anderes Produkt herzustellen, keine Wettbewerber zu haben, und es ohne das Ziel, schnelles Geld zu verdienen, auf das Niveau der Besten von Besten zu bringen [2].

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DEUTSCH ALS DIE MÖGLICHKEIT FÜR DIE ARBEIT IN DER RUSSISCHEN IT-INDUSTRIE

Annotation. *In der deutschen Industrie nimmt die IT-Industrie einen besonderen Platz ein. Weltbekannte Programme produzieren Software, die auf der ganzen Welt, einschließlich*

in Russland, verwendet wird. So wird das Erlernen der deutschen Sprache einen guten Anstoß für den Beginn einer beruflichen Tätigkeit in diesem Bereich geben.

Schlagwörter: *Industrie, IT-Industrie, Software, Programmieren.*

Die Rolle der Fremdsprache in der modernen Welt wird für Menschen, die eine erfolgreiche Entwicklung ihrer Karriere anstreben, relevanter. Ein Spezialist in seinem Geschäft wird auf dem Arbeitsmarkt wettbewerbsfähiger sein, wenn er Kenntnisse einer oder mehrerer Fremdsprachen in seinem Arsenal hat.

Ausländische Investitionen in die Industrie führen zur Entstehung einer Vielzahl von Joint Ventures, was auf die hohe Rolle von Deutsch und Englisch als Geschäftssprachen hindeutet. Aktuell ist für Experten aller Branchen die Zusammenarbeit mit ausländischen Partnern – Lieferanten von technologischen Geräten. Die Anweisungen für die Installation und den Betrieb von Geräten werden am häufigsten in einer Fremdsprache geschrieben – der Sprache des Fremdgerätenanbieters.

Die Kenntnis der Fremdsprache vereinfacht die Kommunikation mit ausländischen Partnern und ermöglicht es Ihnen, schnell über alles Neue, was in anderen Ländern geschieht, zu lernen und in der Praxis anzuwenden, vor seinen Konkurrenten.

Die Entwicklung der ausländischen Partnerschaft führt dazu, dass auf dem Arbeitsmarkt Spezialisten mit Fremdsprachenkenntnissen benötigt werden, die ein speziell orientiertes Vokabular fließend beherrschen und mit ausländischen Partnern verhandeln werden.

Internationale und interkulturelle Kompetenzen sind derzeit ein wichtiger Schlüssel zum wirtschaftlichen Erfolg. Sprachkompetenzen helfen, neue Märkte zu erschließen und bieten Wettbewerbsvorteile. Jedes Unternehmen wird in der Zukunft die Forderung an seine Mitarbeiter stellen, eine der Fremdsprachen auf der Ebene nicht niedriger als die Umgangssprache zu beherrschen. Mitarbeiter des Unternehmens sollten in der Lage sein, persönlichen Kontakt zu ausländischen Partnern zu haben, um professionelle Informationen auszutauschen: die Firma/das Unternehmen, den Platz der Produktion auf dem Markt, die Möglichkeiten der Zusammenarbeit in der gegebenen Branche; die bekannten Firmen/die Unternehmen Russlands. Abgesehen von hauptberuflichen Qualifikationen ist es dringend notwendig, noch eine oder mehrere Fremdsprachen zu beherrschen: um sich über die neuesten Entwicklungen aus der Welt der Wissenschaft und Technik auf dem Laufenden zu halten, indem man die Artikel in der Originalsprache fähig ist zu lesen. Darüber hinaus ist es viel einfacher, mit ausländischen Partnern zu arbeiten, wenn man Informationen aus erster Hand besitzt.

Deshalb werden im Fremdsprachenunterricht solche Situationen zukünftiger beruflicher Tätigkeit betrachtet, in denen der praktische Gebrauch einer Fremdsprache wirklich notwendig und möglich ist: Kommunikation mit ausländischen Partnern (persönlicher Kontakt zweier Spezialisten, Beratung durch einen Geschäftspartner). Das Erlernen einer Fremdsprache ist nicht nur eine Hommage an die Mode oder an die Laune eines anderen, sondern ein Prozess, um Wissen zu erlangen, das in einer modernen Gesellschaft, die sich in Richtung Globalisierung entwickelt, unerlässlich ist. Die Anwesenheit solcher Fachkräfte auf dem Arbeitsmarkt wird zur Stärkung der Position der Unternehmen auf dem Weltmarkt führen [2].

Die moderne Gesellschaft ist ohne Computer nicht vorstellbar. Sie sind so weit und tief in unser Leben eingedrungen, dass es sehr schwierig ist, einen Bereich der menschlichen Tätigkeit zu nennen, wo immer sie verwendet werden. Wir leben, lernen und arbeiten im 21. Jahrhundert, dem Jahrhundert der Globalisierung der Wirtschaft, der Bildung und des Wachstums der internationalen Beziehungen. Daher wird in unserer Zeit ein Spezialist, der wirklich eine Fremdsprache beherrscht, sehr geschätzt. Infolge der Computerisierung vieler Tätigkeitsbereiche und der breiten Verbreitung des Internets hat sich das Leben der modernen Gesellschaft wesentlich verändert. Diese Änderungen treten in allen modernen Sprachen, darunter auch im Deutschen auf, und führen zu einer großen Menge neuer Wörter und Ausdrücke, die nicht nur im professionellen Bereich, sondern auch im Alltag anzutreffen sind.

Demzufolge ist das Studium des Faches Deutsch als Fremdsprache entsprechend dem Profil der gewählten Fachrichtung «Angewandte Informatik» aktuell und wird nicht nur helfen, das notwendige Sprachmaterial zu beherrschen, sondern auch das Fachwissen der Studenten zu vertiefen, neue Begriffe und Konzepte zu erlernen, die Bestandteil der neuen Realität sind, die jetzt als Informationsgesellschaft bezeichnet wird, und die Studenten auf die mündliche Kommunikation im beruflichen Umfeld vorzubereiten [3]. In der Welt gewinnt SAP immer mehr an Popularität. Es handelt sich um deutsche Software, die in fast jedem europäischen Unternehmen installiert ist [1]. Deutschkenntnisse werden sehr gut dazu beitragen, Teil eines der größten Entwicklerteams dieses Programms zu werden.

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DIE ROLLE EINER FREMDSPRACHE IN DER AUSBILDUNG EINES MODERNEN SPEZIALISTEN

Annotation. *Der vorliegende Artikel macht auf die Rolle einer Fremdsprache bei der Ausbildung eines modernen Spezialisten im Prozess der Erlangung der Hochschulbildung aufmerksam. Es wird die Notwendigkeit praktischer Kenntnisse einer fremdsprachigen Fachsprache in der modernen Welt für eine erfolgreiche Arbeit mit ausländischen Geschäftsstrukturen hervorgehoben. Weiterhin werden die Möglichkeiten zur Steigerung der Motivation zum Erlernen einer Fremdsprache betrachtet.*

Schlagwörter: *Wissenschaft, Technologie, Fremdsprache, Fachsprache, Beruf.*

Zunächst ist anzumerken, dass ohne den Austausch von Informationen eine Entwicklung in Wissenschaft und Technologie, auch unter Menschen, die verschiedene Sprachen sprechen, unmöglich ist. Spezialisten müssen ständig alles überwachen, was in der Wissenschaft im Ausland neu erscheint, und Informationen extrahieren, die für ihre berufliche Tätigkeit nützlich sind. Dafür ist es notwendig, eine Fremdsprache zu beherrschen. Derzeit ist das Erlernen von Fremdsprachen ein wichtiger Aspekt im Leben eines modernen Menschen.

Es fördert nicht nur das Kennenlernen der Kultur und der Traditionen anderer Länder, sondern ermöglicht es auch, das eigene Denken, die Vorstellungskraft und das Gedächtnis zu entwickeln. Fremdsprachenkenntnisse sind für eine effektive Interaktion von Staaten in vielen Lebensbereichen notwendig (Wissenschaft, Politik, Kultur, Kunst usw.). Eine Fremdsprache ist heutzutage eine der Bedingungen der professionellen Kompetenz.

Die Welt befindet sich derzeit in einem Globalisierungsprozess – der Entstehung einer hybriden Weltkultur, nationaler Traditionen, die die Zusammenarbeit zwischen den Völkern stärkt. Dieser Prozess findet vor dem Hintergrund des rasanten Wachstums interkultureller Kontakte in allen Bereichen unseres Lebens statt. Er enthält konkrete Situationen interkultureller Kommunikation: Schüler- und Universitätsaustausch, Praktika für Wissenschaftler, internationale Konferenzen, Joint Ventures, Touristenreisen, Ausstellungen, Touren, Sportwettkämpfe und vieles mehr, wobei eine der Voraussetzungen für eine erfolgreiche Anpassung an den sozialen Raum die Fremdsprachenkenntnisse waren und sind [3;11]. Der Forscher I. K. Voitovich schreibt in seiner Monographie „Fremdsprachen im Kontext der Weiterbildung“ über politische, sozioökonomische und kulturelle Veränderungen in Russland in den 90er Jahren und darüber, dass sich dadurch die Funktionen einer Fremdsprache erheblich erweitert haben. Die Einbeziehung Russlands in den Weltmarkt und die Ausweitung der Zusammenarbeit mit dem Ausland haben die Kontaktmöglichkeiten für Vertreter verschiedener sozialer und Altersgruppen erheblich verbessert. Es gab ab sofort reale Bedingungen für Ausbildung und Arbeit im Ausland, für die Förderung russischer Waren und Dienstleistungen auf dem Weltmarkt, für den Austausch von Studenten, Schulkindern und Fachleuten. Infolgedessen ist die Rolle der Fremdsprache in der Gesellschaft vom einfachen Training bis zum praktische Einsatz aufgestiegen [3; 7].

In der modernen Wissenschaft ist es wichtig, dass sich die einheimischen Fachleute der Entwicklung der Weltwissenschaft und der Technologien bewusst sind und ihre Anstrengungen und Ressourcen nicht darauf verwenden, das zu schaffen, was in anderen Ländern bereits vorhanden ist. Um über die neuesten Entwicklungen in Wissenschaft und Technologie auf dem Laufenden zu bleiben, müssen Fachtexte in der Originalsprache gelesen und die grundlegenden Techniken zur Übersetzung technischer Texte beherrscht werden [3; 27]. So lernen die Studenten, mit technischen Texten in ihrem Fachgebiet, ihrer Terminologie, der Analyse einer Notiz in einer Fremdsprache in einem wissenschaftlichen Artikel, einer Abschlussarbeit oder einer Studienübersetzung zu arbeiten. Fremdsprachenkenntnisse erfordern Kenntnisse des Wortschatzes und der Grammatik sowie Kenntnisse der Grundtypen verbaler Interaktionsstile und der Sprache. Auf diese Weise lernen die Studierenden die Hauptthemen der alltäglichen Kommunikation beherrschen, die in Arbeitsprogrammen der jeweiligen Bildungseinrichtungen festgehalten sind. Darunter sind solche Themenbereiche wie das Kennenlernen, die Beschreibung der Menschen, die Charaktere, der Alltag, die Freizeit, Russland: Kultur und Traditionen, deutschsprachige Länder, der wissenschaftliche und technische Fortschritt, der Mensch, Gesundheit, Sport, zwischenmenschliche Beziehungen, soziales Leben, Beruf und Karriere, Reisen und Tourismus, der Staat und die politische Regulierung, Transportwesen und viele andere mehr [2]. Im Englischunterricht werden solche Situationen durchgearbeitet, beispielsweise wie der Kauf eines Zug- oder Flugtickets auf einem internationalen Flughafen, die Buchung eines Hotelzimmers und die wichtigsten Situationen der zwischenmenschlichen Kommunikation. Es wird geübt, persönliche und offizielle Briefe korrekt zu schreiben. Die Studenten werden auch darin geschult, Informationen in einer Fremdsprache zu verarbeiten und die Ergebnisse der Projektarbeit in Form von Präsentationen vorzustellen [5].

Im Allgemeinen können wir sagen, dass das Erlernen einer Fremdsprache die „innere Welt“ des Menschen bereichert und ihn befähigt, seine Gedanken kurz und klar auszudrücken. Zum Beispiel schrieb Wilhelm von Humboldt, der als Vater der allgemeinen Sprachwissenschaft bezeichnet wird, folgendes: die Sprache ist ein dynamischer Prozess und das bildende Organ des Gedanken. Dabei lenkte Humboldt den Fokus auf die Rede, und zwar auf das Sprechen. Die Sprache sei ein Organsport, über den die Leute nachdenken [6]. Das

Denken hängt nicht nur von der Sprache ab, es geht auf jede Sprache zurück, und jede Sprache ist ein Organ des ursprünglichen menschlichen Denkens. Die Sprache präsentiert die Interpretation der Welt von einer Person, und es präsentiert eine Vision der Welt. Eine Sprache, die von einzelnen Objekten geschaffen und bezeichnet wird und so ein Bild der Welt für Menschen schafft, die sie sprechen. Jede Sprache bildet einen Kreis um den Menschen herum und geht über das hinaus, was nur in einem anderen Kreis aktiviert werden kann. Sprache hat eben Einfluss [7].

Die Fremdsprache ermöglicht es, mit Menschen mit einer anderen Weltanschauung und Mentalität zu kommunizieren, was letztendlich zur geistigen Bereicherung, Zerstörung von Stereotypen und zur kulturellen Entwicklung beiträgt. Fremdsprachenkenntnisse tragen zum Eindringen in die Völker der Vergangenheit, zur Kenntnis der Gegenwart und zur Vorhersage der Zukunft bei [3; 23–25]. Darüber hinaus trägt das Studium der Fremdsprachen dazu bei, die Kultur des Heimatlandes, die Beziehung historischer Prozesse im Heimatland und den Ländern der Zielsprache sowie in der Welt insgesamt besser zu verstehen. Durch das Erlernen von Fremdsprachen kann man ein tieferes Verständnis eigener Muttersprache und der Bedeutung von Wörtern in der Muttersprache erlangen, um den Einfluss einer Sprache auf eine andere zu verfolgen. Fremdsprachen eröffnen eine Welt der Kommunikation mit Menschen, denen es leichter fällt, in verschiedene Länder zu reisen.

Schließlich möchten wir die Faktoren für das Erlernen von Fremdsprachen klar dokumentieren [1]:

- 1) Arbeit – Fremdsprachenkenntnisse helfen dabei, einen vielversprechenderen Job zu finden, zu studieren, eine Geschäftsreise in ein anderes Land zu unternehmen usw.;
- 2) Wissenschaft – ohne Fremdsprachenkenntnisse ist es unmöglich, fremde Quellen zu studieren und mit ausländischen Kollegen zu kommunizieren.
- 3) Studieren – in anderen Ländern studieren und sich mit fremder Kultur und Kunst vertraut machen;
- 4) Auswanderung;
- 5) Reisen;
- 6) Religion – die Religion des Predigers in verschiedenen Ländern der Welt;
- 7) Persönliche Motive – internationale Ehen, Kommunikation mit Ausländern, Hobbys.

In der modernen Welt fungiert die Sprache als:

- Mechanismus der interkulturellen Kommunikation;
- Mittel zum gegenseitigen Verständnis und zur Toleranz zwischen den Völkern;
- Mittel zur Selbstentwicklung und Bereicherung der inneren Welt;
- ein Mittel zur direkten Bekanntschaft mit den Errungenschaften ausländischer Literatur, Kultur und Technologie.

In der modernen Welt sind Fremdsprachenkenntnisse notwendig, um eine vielseitige, entwickelte und aktive Persönlichkeit und einen erfolgreichen Spezialisten zu bilden.

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FREMDSPRACHEN ALS MITTEL DER PROFESSIONELLEN KOMMUNIKATION

Annotation. Der Artikel spricht über die Bedeutung der Kenntnis einer Fremdsprache in der modernen Welt. Die Gründe für das Erlernen von Fremdsprachen und die Vorteile, die es im alltäglichen und beruflichen Bereich bietet, werden berücksichtigt.

Schlagwörter: Fremdsprache, Kommunikationsmittel, Bildung, Karriereentwicklung, berufliche Tätigkeit.

In den letzten Jahrzehnten hat das Studium der Fremdsprachen auf zunehmendes Interesse gestoßen. Es ist zu beachten, dass Sprachkenntnisse eine wichtige Rolle spielen und einige Vorteile für die persönliche und berufliche Kommunikation bieten können. Infolge der Globalisierung und Integration haben die interkulturellen Kontakte in allen Bereichen unseres Lebens rapide zugenommen. Es ist eine Vielzahl von Situationen interkultureller Kommunikation entstanden, z. B. Schüler- und Universitätsaustausch, Praktika für Wissenschaftler, internationale Konferenzen, Joint Ventures, Touristenreisen, Ausstellungen, Touren, Sportwettkämpfe und vieles mehr, wobei eine der Voraussetzungen für eine erfolgreiche Anpassung an den sozialen Raum die Fremdsprachenkenntnisse waren und sind. Fremdsprachenkenntnisse sind ein wesentlicher Bestandteil der Ausbildung erfolgreicher Menschen. Diese Position ist mittlerweile fast immer in den Fragebögen der Personalabteilungen verschiedener Organisationen zu finden. Wer neben seiner Muttersprache noch mindestens eine weitere Sprache kennt, macht bei den Arbeitgebern einen günstigeren Eindruck [1].

Heute begrüßen Arbeitgeber Fremdsprachenkenntnisse. Infolgedessen können Studierende, die beim Aufbau ihrer Karriere eine Fremdsprache auf hohem Niveau sprechen, mit größerer Wahrscheinlichkeit die neuesten Qualitätsstandards in ihrer Karriere umsetzen. Es wird darauf hingewiesen, dass Studierende, die fließend Fremdsprachen sprechen und aktiver an der Bildungsarbeit beteiligt sind, zu verschiedenen Studentenorganisationen zugelassen

werden. Sie sollen das Institut auf internationalen Konferenzen vertreten und an Stipendienwettbewerben teilnehmen, die es ihnen auch ermöglichen, Stipendien und finanzielle Unterstützung im Bildungssystem zu erhalten, was sich auch in Zukunft positiv auf ihre berufliche Tätigkeit auswirken kann. Dies erhöht nicht nur ihre Autorität, sondern auch die Autorität der Universität, die sie vertreten.

Darüber hinaus werden Englisch, Deutsch und Französisch am häufigsten für die Umsetzung verschiedener Geschäftsprojekte verwendet, sowohl für ein Land als auch für internationale Projekte. Während der Diskussion solcher Projekte ist die Kenntnis dieser Sprachen das einzige Mittel zur Kommunikation zwischen Vertretern verschiedener Länder und Nationalitäten. Aus diesen Gründen ist die Fremdsprachenkenntnis ein sehr wichtiges Thema für jeden modernen Menschen, der versteht, dass es ohne Fremdsprachenkenntnisse in der modernen Welt und insbesondere in ihrem europäischen Teil absolut nichts erreicht werden kann und es ist Grund genug, Deutsch, Englisch und Französisch zu lernen [2].

Die Beherrschung von diesen Sprachen ist heute nicht nur wichtig, sondern in vielen europäischen Ländern sogar für eine erfolgreiche Beschäftigung erforderlich. Laut Statistik stellen europäische Arbeitgeber meist nur diejenigen Arbeitnehmer ein, die eine europäische Sprache sprechen. Das Studium von Deutsch, Englisch und Französisch ist daher für diejenige sehr wichtig, die sich bei der Arbeit mit Naturwissenschaften solchen wie Chemie, Medizin, Biologie oder Psychologie befassen möchten.

Ein weiterer guter Grund, Englisch, Deutsch und Französisch zu lernen, ist die Tatsache, dass diese Sprachen weltweit als Kommunikationssprachen positioniert werden. Laut Statistik sprechen derzeit mehr als 15 Milliarden Menschen diese Sprachen, und die gleiche Anzahl von Menschen beschäftigt sich mit dem Studium dieser Sprachen. Mehr als 80% aller Postkarten der Welt werden in einer dieser drei Sprachen ausgefüllt und erstellt. Außerdem finden die meisten Treffen und Verhandlungen zwischen Politikern in diesen Sprachen statt.

Englisch ist derzeit am gefragtesten. Zusätzlich zu Englisch benötigen einige Unternehmen jedoch Kenntnisse einer zweiten Fremdsprache, beispielsweise Deutsch oder Französisch. Deutsch ist nach Englisch die zweitbeliebteste Sprache, da Deutschland heute eines der wirtschaftlich stabilsten Länder ist [4].

Es gibt mehrere gute Gründe, Deutsch zu lernen, um die berufliche Laufbahn voranzubringen:

1. In der Wirtschaft: Die Kommunikation auf Deutsch mit deutschsprachigen Geschäftspartnern verbessert Partnerschaften, erhöht die Chancen auf ein effektives gegenseitiges Verständnis – und führt so zum Erfolg.

2. Globale Karriere: Mit Kenntnissen der deutschen Sprache optimiert man die Chancen auf ein Karrierewachstum in deutschen Unternehmen, die in der Russischen Föderation sowie in anderen Ländern der Welt tätig sind. Gute Deutschkenntnisse machen einen zu einem produktiven Mitarbeiter für einen Arbeitgeber mit internationalen Geschäftsbeziehungen.

3. Möglichkeiten, in Deutschland zu studieren und zu arbeiten: Deutschland bietet eine Vielzahl von Stipendien an, um an verschiedenen Universitäten des Landes zu studieren. Für junge Menschen aus dem Ausland werden spezielle Touristenvisa mit Arbeitserlaubnis ausgestellt, und für Vertreter einiger Berufe gibt es spezielle Genehmigungen für bestimmte Jobs [3].

Die Arbeitgeber sind bemüht, Fachleute mit Fremdsprachenkenntnissen als Angestellte zu haben, unabhängig von der Intensität des Gebrauchs von Fremdsprachen. Die Ausnahme bilden einzelne Fachkräfte mit langjähriger Berufserfahrung, aber auch ein Kandidat, der eine Fremdsprache beherrscht, ist hier ideal. Das Niveau der Sprachkenntnisse dient als Indikator für das Bildungsniveau einer Person und ihre Aussichten bei dem Unternehmen. Und je höher die Position, desto ernster sind die Anforderungen an die Sprache.

Das Erlernen von Sprachen kann nur dann erfolgreich sein, wenn es für das Business, das Geschäft einer Person relevant ist. Der Sprachschüler analysiert verschiedene berufliche Situationen und lernt einen ganzen Komplex von Wörtern und Ausdrücken, die in Gruppen

zusammengefasst sind, so dass sich jeder nachfolgende neue Ausdruck als natürliche Folge des vorherigen herausstellt. Dies ermöglicht es einer Person, sich tiefer und vollständiger auf die Aspekte einer Fremdsprache zu konzentrieren, die die Besonderheiten ihrer beruflichen Tätigkeit widerspiegeln, so dass der Lernprozess relativ einfach, leicht und spezifisch sein kann.

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ANGLIFIZIERUNG DER INTERNATIONALEN MEDIZINPUBLIZISTIK

Annotation. *In der modernen Welt wird die Anglizifizierung der internationalen Medizinpublizistik beobachtet. Immer mehr verschiedene Journale und Artikel werden in englischer Sprache veröffentlicht. Nicht alle stimmen aber dieser Tendenz zu.*

Schlagwörter: *Anglizifizierung, internationale Medizinpublizistik, Fachpublikationen, grundlegende Englischkenntnisse, Verwendung von Fremdsprachen.*

In der modernen Welt kommunizieren Vertreter verschiedener Länder immer mehr. Ziemlich oft hängt das mit ihrer beruflichen Tätigkeit zusammen. Deshalb sind einige Fremdsprachen zu einem Weg zur professionalen Kommunikation geworden.

Englisch wird für die internationale Kommunikation in Wissenschaft und Forschung verwendet. In meinem Artikel möchte ich die Aufmerksamkeit auf die Anglizifizierung des internationalen Gesundheitsjournalismus lenken [1].

So wie Latein nach der Renaissance als die verbindliche Sprache der Heilkunde an die Seite der regionalen Sprachen trat, so ist heute Englisch die internationale Stimme der Medizin. Die länderübergreifende Kommunikation von Kliniken und Wissenschaftlern findet nahezu vollständig auf Englisch statt. Der Patientenkontakt, die Verständigung mit den einheimischen Kollegen, die Lehre und auch ein Teil der Wissenschaft laufen jedoch in der jeweiligen Muttersprache ab [2].

Noch zu Beginn des letzten Jahrhunderts gab es mit Deutsch, Englisch und Französisch drei fast gleich stark vertretene medizinische Wissenschaftssprachen. Die Hinwendung zum Englischen, die sich in regionalen Abstufungen seit der Mitte des 20. Jahrhunderts ereignete,

hat somit einer Sprachverwirrung ein Ende bereitet und ist aus einer weltweiten Perspektive zu begrüßen – ein positives Beispiel für Globalisierung. Dennoch bleibt sie nicht ohne Konsequenzen für die Wissenschaftskulturen außerhalb der anglophonen Welt [3].

In den letzten 130 Jahren hat der Anteil englischsprachiger Journale im amerikanischen Zeitschriftenkatalog Index Medicus/Medline von 35% auf 89% zugenommen, während der Anteil von Zeitschriften in deutscher Sprache von knapp 25% auf 1,9% abnahm. Im vergangenen Jahr führte die Medline, die aus dem Index Medicus hervorgegangene Online-Zeitschriftendatenbank, noch 98 deutschsprachige Fachblätter, jedoch 4 609, die auf Englisch vorlagen.

Im Bereich der wissenschaftlich führenden Zeitschriften ist die Dominanz des Englischen noch erdrückender. Der Journal Citation Report listet die Zeitschriften mit der höchsten Zitatquote auf (Impact-Faktor, IF), also die international am stärksten wahrgenommenen Journale. Von den 103 Zeitschriften Kategorie «Medicine, General & Internal» erscheinen nur 13 nicht vollständig oder überwiegend auf Englisch, darunter drei deutsche.

Aber leider teilen diese Meinung nicht alle. Laut einer Studie lehnen die meisten Ärzte Englisch als alleinige Kongresssprache sowie Fachpublikationen deutscher Verlage auf Englisch ab. Sie behaupten, dass die fortschreitende Übernahme der angloamerikanischen Terminologie und die zunehmende Dominanz des Englischen in Fachzeitschriften und Lehrbüchern deutscher Verlage die Diskriminierung vieler Ärzte und Studenten zur Folge hat. Zum Beispiel publizieren deutsche Wissenschaftler in englischsprachigen Journalen vor allem positive Ergebnisse, wohingegen sie in deutschen Zeitschriften eher die nicht signifikanten Resultate veröffentlichten. Auch über das Deutsche hinaus ist dieser Effekt als «language bias» (Sprachverzerrung) bekannt; er birgt die Gefahr, dass im Rahmen von Übersichtsarbeiten durch eine Berücksichtigung von ausschließlich oder überwiegend englischer Literatur eine Verzerrung im Sinne positiver Studienbefunde entsteht.

Laut einer anderen Studie wurden die grundlegenden Englischkenntnisse erfragt. Nur 18 Prozent der Teilnehmer erklärten, dass sie «Englisch in Wort und Schrift sicher» beherrschen; 41 Prozent sprechen die Sprache «ganz gut»; für 39 Prozent ist eine «Verständigung möglich»; sechs Teilnehmer hatten keine Englischkenntnisse. Müheles wissenschaftliche Arbeiten auf Englisch lesen können nur 144 der 320 Befragten; in der Gruppe der leitenden Ärzte sind es 71 von 140 [4].

Eindeutig stimmten die Teilnehmer der Umfrage der Aussage zu, dass Weiterbildungsveranstaltungen sowie nationale Kongresse und Tagungen mit deutschsprachigen Referenten in der Landessprache durchgeführt werden sollten: 98 Prozent der leitenden Ärzte, 99 Prozent der Kliniker und alle Nichtkliniker. Ausländische Gastredner können hingegen nach Ansicht der Befragten auch in englischer Sprache vortragen.

Zum Schluss lässt sich sagen, dass die Anglizierung der Medizinpublizistik sehr vielsprechend sein könnte, aber leider kann bei weitem nicht jeder Englisch.

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FREMDSPRACHE IN DER FACHRICHTUNG «STAATLICHE UND KOMMUNALVERWALTUNG»

Annotation. In jedem Beruf spielen Deutschkenntnisse eine große Rolle bei der Entwicklung der beruflichen Fähigkeiten jedes einzelnen Mitarbeiters. Das Wichtigste ist, die Ursprünge der Entstehung der Sprache zu verstehen, sowie liebend gerne neue Kenntnisse zu erwerben, die in der Zukunft bei der Lösung von beruflichen Fragen helfen werden.

Schlagwörter: die deutsche Sprache, der Beruf, die Fähigkeit, die Chance, die Geschichte, der Manager, das Wissen.

Sprachen spielen eine wichtige Rolle in der modernen Gesellschaft, und die Bedeutung des Sprachenlernens wächst von Jahr zu Jahr. Es kann auch betont werden, dass Sprachkenntnisse ein gutes Zeichen für Hochkultur (Intelligenz) sind. Angesichts ständiger Veränderungen in der modernen Gesellschaft (Zeit oder Realität) ist die Kommunikation in Fremdsprachen sinnvoll, da Menschen aus verschiedenen Ländern die Möglichkeit haben, miteinander zu kommunizieren. Meiner Meinung nach ist das Niveau der Sprachkenntnisse besonders wichtig [1]. Nach Recherchen im Internet kann der Schluss gezogen werden, dass Sprachkenntnisse ein wichtiger Bestandteil der persönlichen Entwicklung sind. Der Austausch der im Land studierten Sprache, der Bräuche und der Kultur der Muttersprachler erweitert den Horizont der Menschen, was sich positiv auf die berufliche Tätigkeit auswirkt. Welche Rolle spielt das Erlernen einer Fremdsprache in der regionalen und kommunalen Verwaltung? Diese Fachrichtung bildet zukünftige Manager für die Bereiche der föderalen, regionalen und lokalen Selbstverwaltung aus. Selbst ein Absolvent kann problemlos in verschiedenen privaten Unternehmen arbeiten. Jede Stufe hat ihren eigenen Prozentsatz an Beherrschung von Fremdsprachenkenntnissen [2].

Deutsch gehört zu einer großen Gruppe indogermanischer Sprachen – zu den mit Deutsch verwandten Sprachen zählen Dänisch, Norwegisch, Schwedisch, Niederländisch, Flämisch sowie Englisch. Die Geschichte der Entstehung der deutschen Sprache reicht bis ins frühe Mittelalter zurück, als die Vereinigung der Sprachen der einzelnen alten deutschen Stämme zu einer gemeinsamen Sprache begann. Die frühere Periode der Entwicklung wird üblicherweise Pragermanisch genannt [3]. Aufgrund der Völkerwanderung zerfiel die deutsche Sprache in einzelne Sprachen. Aus westdeutschen Dialekten entstand die deutsche Literatursprache. Heute ist Deutsch die Muttersprache von mehr als 100 Millionen Menschen. In Deutschland, Österreich, Liechtenstein, Luxemburg, der Schweiz ist es die Amtssprache. Die deutschsprachige Bevölkerung gibt es in Osteuropa, auf dem Balkan, in Polen und Russland, in den USA und Kanada sowie in Mittel- und Südamerika und im Süden Afrikas. Das Interesse an der deutschen Sprache ist in der ganzen Welt auf die solide wirtschaftliche Lage des Landes zurückzuführen [4].

Die Sprache kann verwendet werden, um mit ausländischen Partnern oder Bekannten zu kommunizieren. Sie hilft dabei, ohne die Hilfe von Freunden und Drittpersonen persönlich an Transformationen teilzunehmen. Der persönliche Kontakt ist für Manager wichtig. Ebenso wichtig ist die Fähigkeit, mit einem Publikum aus verschiedenen Nationalitäten zu kommunizieren und einen ausländischen Staat zu schikanieren. In diesem Fall kann der Manager jedem Einwohner der Region und dem Staat helfen. Darüber hinaus sind Fremdsprachenkenntnisse für die Kommunikation und den Erfahrungsaustausch mit europäischen Ländern wichtig [5].

Die Entwicklung der Informationstechnologie wächst und modernisiert sich jedes Jahr. Technologie zerstört viele veraltete Berufe. Der Managementberuf wird niemals sterben, aber einige Fähigkeiten müssen ständig verbessert und modernisiert werden. Der Managementberuf wird niemals sterben, aber einige Fähigkeiten müssen ständig verbessert und modernisiert werden. Eine zuvor erlernte Fremdsprache hilft. Abschließend möchte ich sagen, dass die Kenntnis einer Fremdsprache derzeit eine wichtige Rolle in der Arbeit eines Managers spielt. Dies ist ein so kleiner Schlüssel zur Lösung von Problemen, mit denen ein Mitarbeiter während der Arbeitszeit konfrontiert werden kann.

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DIE ROLLE VON FREMDSPRACHEN IN DER BERUFLICHEN TÄTIGKEIT

Annotation. Der Artikel befasst sich mit der Rolle des Lernens einer Fremdsprache im geschäftlichen Bereich. Es werden die Gründe für die Popularität der deutschen Sprache in der

modernen Welt sowie die Anwendung und Notwendigkeit des Studiums des Business-Deutsch im Beruf behandelt.

Schlagwörter: *Deutsch, Beruf, Wirtschaft, Berufstätigkeit, Unternehmertum.*

Deutsch ist die «Sprache» der Hochtechnologien. Wenn Sie die deutsche Sprache kennen, seien Sie versichert, dass Sie in einer Großstadt einen Job finden werden. Denn die Beziehungen zu Deutschland werden jedes Jahr intensiviert. Heute belegt die deutsche Sprache den 2. Platz im Internet sowohl in Bezug auf die Anzahl der Websites als auch in Bezug auf die Verwendung in Suchmaschinen. Die Verbreitung der deutschen Sprache wurde jedoch vor allem durch den Buchdruck erleichtert, was zu einer großen Anzahl von literarischen und wissenschaftlichen Publikationen in der Welt führte, die auf Deutsch veröffentlicht wurden (Platz 3). In Russland werden auch Zeitungen, Zeitschriften, methodisch-didaktische Literatur in deutscher Sprache veröffentlicht [1].

Jedes Jahr werden mehr als 200.000 ausländische Studierende in Deutschland ausgebildet, unterstützt durch eine Vielzahl von Stipendien, die von verschiedenen deutschen Stiftungen angeboten werden. Der Schul- und Jugendaustausch zwischen Russland und Deutschland wird regelmäßig durchgeführt, um den Teilnehmern zu ermöglichen, nicht nur die Sprache zu üben, sondern auch die Geschichte und Kultur des Landes der Sprache, seine Bewohner und Besonderheiten näher kennenzulernen [2]. Deutsch lernen bedeutet, das Leben, die Wünsche und Träume von Menschen aus den deutschsprachigen Ländern mit ihrer multikulturellen Gemeinschaft zu sehen, zu verstehen und anzunehmen.

Heute spielt die deutsche Sprache in verschiedenen Lebensbereichen eine wesentliche Rolle. Dies gilt sowohl für den Unterhaltungsbereich als auch für Ausbildung, Reisen und berufliche Aktivitäten. Für Unternehmen sind Deutsch oder Englischkenntnisse eine Möglichkeit, ihre Fähigkeiten zu erweitern, unerforschte Wege zu entdecken und neue Geschäftskontakte zu knüpfen. Viele Berufe haben eine direkte Verbindung zu Fremdsprachen, es gibt praktisch keine Einschränkungen. Auch wenn der Beruf nicht die obligatorische Fähigkeit erfordert, eine zweite Sprache zu sprechen, können solche Kenntnisse für den Mitarbeiter selbst wichtig sein, weil sie die Auswahl an offenen Stellen, die Sie nicht nur in ihrer Stadt und ihrem Land, sondern auch im Ausland erhalten können, erheblich erweitern.

Moderne Menschen verstehen, dass Fremdsprachenkenntnisse ihnen helfen können, die Karriereleiter nach oben zu bringen. Sie wissen genau, was sie mit ihren Sprachkenntnissen anfangen können, was und wo sie besuchen können, was sie erreichen können, indem sie auf Deutsch sprechen, schreiben und kommunizieren [3]. Wenn man in einen Geschäftsfluss gerät, dann muss man Präsentationen halten, Gespräche führen, Anrufe tätigen, offizielle Briefe schreiben und Geschäftskorrespondenz führen, Verträge abschließen und vieles mehr. Eine der spezifischen Eigenschaften der Geschäftssprache ist der professionelle Kenntnisstand, bei dem eine Person den Namen des Begriffs nicht nur kennt, sondern auch richtig versteht und weiß, wie man ihn richtig verwendet. Um eine verzerrte Interpretation der Konzepte zu vermeiden, lohnt es sich, Wirtschaftsdeutsch direkt am Arbeitsplatz oder während eines Studiums in einer engen Spezialisierung zu studieren.

Das Erlernen einer Fremdsprache steht in direktem Zusammenhang mit der Veränderung der Art und Weise, wie Menschen die Welt sehen und wie sie darüber denken. Wenn wir einen Muttersprachler auf einer elementaren Ebene verstehen, müssen wir die kulturellen und religiösen Merkmale berücksichtigen, die wir beim Sprachenlernen antreffen und zusammen mit Grammatik und Wortschatz übernehmen.

Und vielleicht reichen Grundkenntnisse in Deutsch aus, um Hallo zu sagen, ein Hotelzimmer zu buchen und in einem Restaurant zu speisen. Aber als Angestellter eines internationalen Unternehmens, als Business Coach, als zukünftiger Unternehmer wird man sich jeden Tag mit der Verwendung «seltsamer» Wörter in der beruflichen Tätigkeit auseinandersetzen müssen. Die Arbeit eines Ressourcenforschers beinhaltet wie jede andere die Verwendung von «Fremdwörtern». Wörter, die einen fremdsprachigen Ursprung haben, finden

sich im Bereich Lieferung, Verwaltung, bei der Erstellung einer Werbekampagne, bei der Angabe der erforderlichen Merkmale des Sortiments, bei der Untersuchung von Rechnungslegungsmethoden und in der Praxis von Produktions- und Handelsunternehmen. Kenntnisse der deutschen Sprache sind besonders wichtig bei der Beurteilung der Qualität von Produkten, bei der Durchführung einer Prüfung, bei der Erstellung schriftlicher Eigenschaften der gelieferten Produkte.

Es ist bekannt, dass die Studenten während der Ausbildung in diesem Fachgebiet Schwierigkeiten hatten, die notwendigen wirtschaftlichen Begriffe zu verwenden und zu interpretieren. Um die Qualität des Wissens beim Erwerb eines zukünftigen Berufs zu assimilieren und zu verbessern, führen Lehrkräfte der Fachrichtung «Rohstoffbasis und Prüfung der Qualität von Konsumgütern» Arbeiten durch, nachdem sie die untersuchten Begriffe wiederholt und Wörterbücher mit dem Inhalt der Fachbegriffe zusammengestellt haben. Dies erhöht die Motivation der Studenten, das notwendige Wissen zu lernen und weiterzuentwickeln. Auf dem Arbeitsmarkt wird ohne zu zögern derjenige gewählt, der über Kenntnisse einer Fremdsprache verfügt, weil es für den Arbeitgeber profitabler ist, einen kompetenten und ausgebildeten Mitarbeiter als nur einen guten zu haben. Unter gleichen Bedingungen wählt der Arbeitgeber denjenigen aus, der die besten Fähigkeiten besitzt und zur weiteren Entwicklung des Unternehmens beiträgt.

Deutsch ist in der Wirtschaft genauso wichtig wie im normalen Leben. Jede Sphäre des Lebens ist jetzt mit einem ähnlichen Thema durchdrungen, viele russische Wörter haben deutschen Ursprung. Dieses Wissen ist für die Führung eines Unternehmens und im Allgemeinen erforderlich, da es neue Möglichkeiten und Möglichkeiten für die Entwicklung eines Unternehmens eröffnet. Mit den Fähigkeiten der Kommunikation und der Geschäftskorrespondenz auf internationaler Ebene erweitern die Mitarbeiter sowohl ihren Horizont als auch die Möglichkeiten ihres Unternehmens. Wer auf seinem Gebiet erfolgreich sein will, für den sind die Fremdsprachenkenntnisse Voraussetzung für das berufliche Wachstum.

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DEUTSCH ALS PERSPEKTIVE IM SOZIALEN BEREICH IN DEUTSCHLAND

Annotation. Im deutschen sozialen Bereich nimmt ehrenamtliche Tätigkeit einen besonderen Platz ein. Das Problem ist, warum die Teilnahme an einem Freiwilligen Sozialen Jahr der Schlüssel zum Erfolg im beruflichen Bereich sein kann und welche Bedeutung Deutschkenntnisse in diesem Bereich haben.

Schlagwörter: der soziale Bereich, die Freiwilligenarbeit, die gesellschaftliche Tätigkeit.

In Europa wird im Gegensatz zu den GUS-Ländern im sozialen Bereich den Sozialarbeitern und nicht nur aktiven Bürgern, sondern auch Ausländern in dieser Art von Tätigkeit große Aufmerksamkeit geschenkt.

In diesem Beitrag möchte ich über die Priorität des sozialen Bereichs in Deutschland und über die Verbundenheit der ehrenamtlichen Industrie und die Bedeutung der Deutschkenntnisse für diese Tätigkeit sprechen. Zunächst ist es erwähnenswert, dass der Lebensstandard in jedem Staat durch eine Reihe von wichtigen Parametern bestimmt wird, einschließlich der Effizienz der sozialen Dienste [2]. Soziale Arbeit sorgt dafür, dass Verbindungen und Beziehungen zwischen verschiedenen Bevölkerungsschichten aufrechterhalten werden. In dieser Frage gilt Deutschland als eines der besten der Welt und gehört zu den zehn Ländern mit einem hohen Lebensstandard der Bevölkerung [2]. Die Sorge um die Menschen liegt in der Priorität des Staates. Dies sichert die Lebensfähigkeit der deutschen Gesellschaft und charakterisiert Deutschland als Sozialstaat.

Die soziale Sphäre des Landes entwickelte sich im 19. Jahrhundert rasch, als es zu einer massiven Industrialisierung kam, dem Übergang von alten zu neuen Berufen. Infolgedessen gelangen viele Menschen in die Reihen der Arbeitslosen und Armen [2]. Die Kirche und die Wohltätigkeitsorganisationen hatten jedoch keine Möglichkeit, komplexere Aufgaben zu bewältigen, und der Staat begann später, finanzielle Unterstützung für die Entwicklung und Durchführung von Projekten zur sozialen Hilfe für Menschen zu leisten [2]. Seit die Funktion der Organisation der sozialen Arbeit vom Staat übernommen wurde, wurden bestimmte Prinzipien und Methodologie entwickelt, die es ermöglichen, diese Tätigkeit so effektiv wie möglich durchzuführen [2]. Trotz der gut organisierten und harmonischen Arbeit der sozialen Dienste, um sozial ungeschützten Schichten der Bevölkerung und Menschen in einer schwierigen Lebenssituation zu helfen, sind ehrenamtliche Organisationen hier sehr gefragt [2]. Laut Statistik sind etwa 30% der Menschen im Land in irgendeiner freiwilligen oder gesellschaftlichen Tätigkeit beschäftigt [1]. Das Grundgesetz, das die ehrenamtliche Tätigkeit der Jugend regelt und die grundlegenden ehrenamtlichen Programme einschließt, ist das «Gesetz zur Förderung der ehrenamtlichen Tätigkeit der Jugend» [1]. Das «Bundesdienstgesetz» regelt die ehrenamtliche Tätigkeit von Erwachsenen und Jugendlichen im sozialen, ökologischen und kulturellen Bereich [1]. Die Organisation der ehrenamtlichen

Tätigkeit beschäftigt sich mit verschiedenen Vereinen, Initiativen, Wohltätigkeitsorganisationen, sowohl öffentlich als auch privat oder religiös [1].

Gerade wegen der so hohen Entwicklung des sozialen Bereichs und all seiner Aspekte ist Deutschland ein sehr beliebtes Land bei Migranten, die Deutsch lernen. Viele werden sagen, dass ein vielversprechender Start für eine würdige Zukunft eine prestigeträchtige Ausbildung ist. Das ist schwer zu akzeptieren. Heute gibt Deutschland jedoch jedem die Möglichkeit, sein Potenzial auf andere Weise zu verwirklichen, indem es die Teilnahme an verschiedenen Freiwilligenprogrammen ermöglicht [4]. Die Regierung sieht darin einen Weg, billige Arbeitskräfte und Ausländer eine Gelegenheit zu bekommen, ein hoch entwickeltes Land mit hohem Lebensstandard unter allen notwendigen Bedingungen zu besuchen und gleichzeitig die Sprache zu lernen. Im Land gibt es 2 Hauptfreiwilligendienste – das Freiwillige Soziale Jahr (im Folgenden FSJ) und den Bundesfreiwilligendienst (BFD) [1]. Über eine von ihnen möchte ich mehr erzählen. Nach einigen Daten nehmen in Deutschland jährlich etwa hunderttausend junge Leute (etwa 10% der gesamten Jugendlichen) nach dem Abschluss ein freiwilliges soziales Jahr und arbeiten während dieser Zeit ehrenamtlich [1]. Diese Tatsache wird durch die Tatsache argumentiert, dass sich die meisten jungen Menschen nach dem Schulabschluss noch nicht für die Richtung ihres zukünftigen Berufs entschieden haben, um Karriere zu machen [1].

Das FSJ ist ein staatliches Programm, mit dem junge Menschen zwischen 16 und 27 Jahren ein Jahr lang praktische Tätigkeiten in Deutschland im sozialen Bereich ausüben können [5]. In der Regel wird es in Pflegeeinrichtungen, in der karitativen Hilfe, in der Arbeit mit Kindern und Jugendlichen und so weiter durchgeführt. Das FSJ gibt es in Deutschland seit 1964 [5]. In mehr als 50 Jahren nahmen etwa eine halbe Million Menschen daran teil, die meisten sind Mädchen – etwa 75% [4]. Der FSJ-Slogan lautet: "Für mich und für andere!". Die Arbeit von Freiwilligen wird von Experten der Organisation koordiniert und gibt notwendige Beratungen bezüglich ihrer Tätigkeit [3].

Für Studenten aus anderen Ländern, die Deutsch lernen, kann die Teilnahme am Programm der Schlüssel zum Erfolg in der weiteren beruflichen Tätigkeit sein. Erstens ist es eine Chance, ihre Fähigkeiten und Kenntnisse in einem bestimmten beruflichen Bereich zu entwickeln, indem man in die Sprachumgebung eintaucht. Zweitens ist es eine Möglichkeit, Deutschkenntnisse zu verbessern, durch das Land zu reisen, große Erfahrungen mit Menschen aus verschiedenen Kulturen zu sammeln und die verschiedenen Seiten des Lebens mit eigenen Augen zu sehen. Aus Sicht von Dr. Jens Kreutzer, Leiter des Bundesfreiwilligendienstes des Bundesministeriums für Familie, Senioren, Frauen und Jugend, ist Ehrenamt eine wunderbare «Investition in die Köpfe», ein Beitrag, der es den Menschen ermöglicht, etwas Neues im Leben zu sehen, ihren Horizont zu erweitern [4]. Drittens ist es auch erwähnenswert, dass dieses Programm ein ausgezeichneter und zusätzlicher Vorteil für die Aufnahme in eine deutsche oder russische Universität ist. Sie zählen den Schülern den FSJ-Abschluss als Praxis – sprachlich, pädagogisch oder medizinisch an [3].

In Deutschland wächst jedes Jahr die Bedeutung des sozialen Bereichs der Gesellschaft. Es gibt kaum ein anderes Land auf der Welt, in dem diesem Aspekt zunehmend Aufmerksamkeit geschenkt wird, nämlich der Erweiterung und Entwicklung verschiedener ähnlicher Freiwilligenprojekte und -programme für Bürger und Ausländer. Die Teilnahme an ihnen ist eine berufliche Erfahrung, die nicht nur die besten Qualitäten des Individuums zeigen wird, sondern auch in der Zukunft helfen wird. Dies zeigt, dass der Staat die Studenten motiviert und heranzieht, sich dieser Tätigkeit anzuschließen, da gute Arbeiter mit anständigen Deutschkenntnissen benötigt werden, um das Ziel zu erreichen und hohe Ergebnisse zu erzielen [1]. Deshalb eröffnet die Kenntnis der Fremdsprachen gute Perspektiven für die Beschäftigung und Karrierewachstum in der Zukunft.

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**DEUTSCH ALS DIE MÖGLICHKEIT FÜR DIE ARBEIT
IN DER RUSSISCHEN KINEMATOGRAFIE**

Annotation. *Der vorliegende Artikel zeigt, wie wichtig es ist, Deutsch im Bereich der Filmkunst zu beherrschen. Die Rolle und Geschichte des deutschen Kinos in der Weltkinoindustrie, die Bedeutung der deutschen Sprache im Kino und die Notwendigkeit, die deutsche Sprache für den Beruf des Filmproduzenten zu studieren, werden diskutiert.*

Schlagwörter: *Kino, Filmproduktion, Deutsch, europäischer Film, russische und deutsche Filme.*

Seit Beginn der 20er Jahre haben die Beziehungen zwischen dem deutschen und dem russischen Kino begonnen. Diese Verbindungen können so alt wie der Film selbst betrachtet werden. Es gab zwei Wege der Emigration: Aus Russland nach Deutschland und umgekehrt. Russische Filmemacher, die während des Bürgerkriegs aus ihrem Land geflohen waren, gründeten Produktionsfirmen in Deutschland und Russland auch in deutscher Sprache. Die Deutschen emigrierten ihrerseits nach Russland, um antifaschistische Filme zu kreieren und den Kommunismus zu unterstützen.

Deutschland und Russland haben einen großen Einfluss auf die globale Filmkunst. Deutschland ist ein europäisches Land, das Filmtrends bestimmen und Menschen ausbilden kann. Russland ist ein großes Gebiet, also ein guter Filmmarkt. Bis 1908 diente Russland vorwiegend als Absatzmarkt für ausländische Firmen, vor allem für die französischen Filmkonzerne «Pathé» und «Gaumont»⁶⁷. Die Produktionsgesellschaft des berühmten Moskauer Kinounternehmers Alexander Chanschonkow begann beispielsweise als kleines

Verleihbüro, das Filme westeuropäischer Firmen wie «Pathé», «Urban», «Hepworth», «Bioscope» und «Itala Film» verkaufte [3].

Während der gesamten historischen Reise lebten Deutschland und Russland in den Filmen der anderen. Das Thema Deutschlands in russischen Filmen (Klassenkampf und Wachstum des Kommunismus in den späten 1920er Jahren – Anfang der 1930er Jahre, gefolgt von Antifaschismus und – natürlich – ein riesiger, halbes Jahrhundert alter Kreislauf von Filmen über den Zweiten Weltkrieg) wurde nicht zum Schweigen gebracht, lauter oder ruhiger. Die russisch-deutschen Filmbeziehungen sind in der Tat ein Thema von großer Bedeutung und erst kürzlich «Akademiker» [1].

Deutschland begann großes Interesse an sowjetischen «Kulturfilmen» zu zeigen, wie es in den Newslettern der sowjetischen Filmfirmen gesagt wurde, und kam allmählich zur Idee, gemeinsame sowjetische «Kulturfilme» zu etablieren [2]. So sind die Beziehungen zwischen dem deutschen und dem russischen Kino über hundert Jahre hinweg.

Nach dem großen Patriotismus wurden die Beziehungen im Kinobereich propagandistisch und stellten einen obligatorischen Austausch von Filmen dar. Natürlich kam es auch vor, dass die deutsche Beratung und die Teilnahme von deutschen Schauspielern einfach aus historischen Gründen nötig waren, wie im Film «Peters Jugend» von Sergej Gerasimow [1]. Aber es war eine Ausnahme.

Die Filme aus der gemeinsamen Produktion von Russland und Deutschland waren schon immer beliebt: «Die lebende Leiche» Fyodor Ocip, «Fünf Tage, fünf Nächte» Leo Arnstam, Heinz Thiel, Anatolij Golowanow, «Asa» Joseph Heifetz, «Es ist nicht leicht, ein Gott zu sein» Peter Flechthman. Heute arbeiten Russland und Deutschland bei populären Filmen zusammen: «Faust» Alexander Sokurov 2011, «Lieber Hans, bester Pjotr» Alexander Mindadse 2015.

Bis heute müssen deutsche Filmproduzenten Deutsch können, damit ein Produzent mit deutschen Filmunternehmen zusammenarbeiten kann. Zum Beispiel für die Zusammenarbeit mit Deutschland bei der Filmproduktion, Kommunikation mit einem deutschen Regisseur oder einem deutschen Schauspieler. In der Phase des Filmvertriebs können zusätzliche Kenntnisse der deutschen Sprache erforderlich sein. Mit diesem Wissen wird es möglich sein, den Film in Kinos in Deutschland rentabler zu rollen. Auf der anderen Seite ist es erforderlich, dass Deutschland an historischen Projekten arbeiten muss. Die Kenntnis der Nuancen hilft dem Autor, den Text genauer zu verfeinern oder Fehler im Rahmen der deutschen Ethik zu korrigieren.

Abschließend möchte ich den großen italienischen Filmregisseur Federico Fellini zitieren: «Eine andere Sprache ist eine weitere Vision des Lebens». Es ist wahr, weil eine Fremdsprache zweimal so viele Möglichkeiten eröffnet. Deutsch ist die gebräuchlichste Sprache in Europa. Es ist Europa, das als «hohes» Kino gilt, und jeder russische Cinephile versucht, die europäische Sprache zu lernen, um die Mentalität der Filmemacher besser zu verstehen und Filme im Original zu sehen. Die deutsche Sprache ist ein guter Grund für eine Karriere im Kino.

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BUSINESS-SPRACHE

Annotation. Die deutsche Sprache ist eines der wichtigsten Instrumente für die Geschäftskommunikation im modernen Geschäftsumfeld auf internationaler Ebene.

Schlagwörter: Verhandlung, Kommunikation, der Schlüssel zum Erfolg.

Auf dem Weltmarkt ist Deutsch eine der beliebtesten Sprachen für Geschäftsverhandlungen. Sehr oft wird bei der Arbeit Geschäftsdeutsch benötigt, da viele Verhandlungen, Geschäftsreisen und internationale Konferenzen diese Sprache für die Kommunikation mit ausländischen Partnern und Kollegen verwenden [1].

Mit seiner Hilfe werden Vereinbarungen zwischen Unternehmen aus verschiedenen Ländern geschlossen, Geschäftsverhandlungen geführt und Papierkram erledigt. Selbst heute gibt es in der internationalen Gemeinschaft kein Geschäft ohne die deutsche Sprache, und ausländische Partner werden wahrscheinlich keine Geschäfte machen wollen, wenn die Partner nicht in der Lage sind, ein primitives Kommunikationsniveau aufrechtzuerhalten. Bei Geschäftsverhandlungen mit ausländischen Partnern sollte ein so wichtiger Aspekt wie der Ton der Kommunikation berücksichtigt werden. Dazu gehören:

- 1) Begrüßungen;
- 2) Das Kennenlernen von neuen Geschäftspartnern;
- 3) Fähigkeiten als Gesprächspartner;
- 4) Phrasenlücken vermeiden;
- 5) Über ein hohes Sprachniveau verfügen;
- 6) Ausdruck der Zustimmung, des Vertrauens, der Zustimmung [2].

Ein solches Konzept wie Geschäftskorrespondenz wird auch häufig für die Geschäftskommunikation mit ausländischen Partnern verwendet. Wenn der Innovationsgrad das globale Bedürfnis nach Menschlichkeit erreicht, ist es heutzutage üblich, unmittelbar nach dem Treffen eine Nachricht per Post oder über andere Kanäle an den Partner zu senden. Und selbst in einer solchen Korrespondenz gibt es eine bestimmte Anrede, die Sie entweder als Unternehmensspezialist symbolisiert oder umgekehrt. In der Geschäftskorrespondenz ist es wichtig, dem Partner eine emotionale Färbung zu geben, herauszufinden, wie er sich fühlt oder einen guten Tag zu wünschen [3].

Um besser zu verstehen, warum die deutsche Sprache wichtig ist, werde ich Statistiken bereitstellen (Statistiken stammen aus gängigen Bewerbungen für die Stellensuche – HH, ADZUNA, INDEED). Heutzutage sehen mehr als 73% der Arbeitgeber nicht die Zweckmäßigkeit, eine Person ohne Kenntnis der deutschen Sprache in eine Führungsposition einzuladen, und dies umso mehr, wenn es sich um ein multinationales Unternehmen handelt. Diese Informationen enthalten nicht nur eine wichtige Botschaft, dass Deutsch für das Karrierewachstum notwendig ist, sondern auch für das Verständnis, dass in der modernen Welt das externe Segment der Weltwirtschaft immer mehr vorherrscht oder zumindest in irgendeiner Weise miteinander verbunden ist [4].

Laut Herrn Galinsky sind verschiedene Medien in verschiedenen Situationen effektiver. Er beaufsichtigte eine Metaanalyse der relevanten Forschung und kam mit drei (Jargonbeladenen) Ergebnissen heraus:

- Für Kommunikatoren mit einer neutralen Haltung oder ohne persönliche Beziehung in der Vergangenheit erhöhen Kommunikationskanäle die Wahrscheinlichkeit, qualitativ hochwertige Ergebnisse zu erzielen. Forscher haben herausgefunden, dass die Verwendung umfassenderer Kommunikationsinstrumente, mit denen die Verhandlungsführer einander sehen und hören können, beim Aufbau von Beziehungen hilft, wenn unlackierte Personen in Verhandlungen eintreten. Nonverbale Hinweise wie Tonfall, Gesichtsausdruck und Geste ermöglichen diesen Kommunikatoren, mehr über die andere Seite zu erfahren und genügend Vertrauen zu entwickeln, um Informationen auszutauschen und zu integrieren.

- Wenn Partner in der Vergangenheit zusammengearbeitet haben oder bereit sind, zusammenzuarbeiten, haben Kommunikationskanäle keinen Einfluss auf die Wahrscheinlichkeit qualitativ hochwertiger Ergebnisse. In diesem Fall übernehmen Verhandlungspartner aufgrund einer gemeinsamen Geschichte oder Identität das Beste ihrer Partner. Partner interpretieren die Kommunikation untereinander mit den besten Absichten, weil es ein angeborenes Maß an Vertrauen gibt. Die Forscher stellten keine Änderung der Qualität der Verhandlungsergebnisse fest, wenn die Verhandlungsteilnehmer einander sehen oder hören konnten.

- Kommunikationskanäle verringern jedoch die Wahrscheinlichkeit, qualitativ hochwertige Ergebnisse zu erzielen, wenn die Verhandlungsführer in der Vergangenheit stechende Beschwerden und Groll erlebt haben oder wenn sie persönlichen Gewinn anstreben. Aggressives Verhalten während der Verhandlungen kann dazu führen, dass Menschen wettbewerbsfähige Taktiken anwenden, um ihre eigenen Interessen zu verteidigen und zu schützen. Infolgedessen behindern diese Kanäle den Gedankenaustausch und verhindern letztendlich eine erfolgreiche Lösung. Kommunikationskanäle «übertragen nicht nur faktische Informationen, sondern können auch Gefühle verstärken, und ihre Anwesenheit hat das Potenzial, (bereits bestehende) nicht kooperative Prädispositionen zu eskalieren», schrieben die Autoren [5]. Bei angespannten Gesprächen schlagen die Forscher vor, dass Auflösungen eher durch Einschränkung der Kommunikation (von Angesicht zu Angesicht oder elektronisch) und Einführung eines Mediators erreicht werden.

Die deutsche Sprache ist obligatorisch für diejenigen Menschen, die sich hohe Ziele setzen und hohe berufliche Verdienste anstreben. Diese Sprache ist notwendig, um einfach zu verstehen, welche Art von Person man ist. Es gibt nur eine Option – handeln. Und dann kommt mit jedem Tag immer mehr Vertrauen in eigene Sprachfertigkeiten und eigenes Können. Die Aussprache wird immer besser, die Sprache immer sichere und korrekter usw. Und die Ziele werden erreicht. Anhand von diesen Arbeiten mit klaren und einfachen Beispielen konnte ich die Bedeutung der deutschen Sprache in unserer modernen Welt beschreiben, die nicht nur wichtig, sondern notwendig ist!

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СЕКЦИЯ ФРАНЦУЗСКОГО ЯЗЫКА

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ÉDUCATION INTERNATIONALE EN FRANCE

Resumé. Cet article décrit les particularités de l'étude en France. Il démontre des opportunités pour les étudiants étrangers en France. L'enseignement supérieur français est très apprécié sur le marché du travail international. Par conséquent, l'information sur le dispositif de l'enseignement supérieur français est intéressante.

Mots-clés: le système éducatif; les études; les établissements d'enseignement; l'université; le diplôme; les examens.

Le système éducatif français est centralisé, sa politique est entièrement contrôlée par le ministère de l'éducation nationale. Il existe plus de 60 000 établissements d'enseignement à différents niveaux, dont 20% sont privés [1]. Dans le même temps, les étudiants représentent ensemble plus de 15 millions de personnes. La langue principale de l'enseignement est le français. Certaines universités ont développé et mis en œuvre des cours pour les étudiants étrangers en anglais.

La durée de l'année scolaire est normalisée au niveau du ministère de l'éducation nationale. Dans tout le pays, les enfants commencent leurs études début septembre et finissent début juillet.

Les établissements d'enseignement supérieur en France sont les écoles supérieures, les universités et les instituts de technologie. La base du système éducatif français est l'Université. Aujourd'hui, il y en a 87 dans le pays. La plupart des universités sont publiques, mais il y a aussi des universités privées [2].

Les candidats passent généralement les tests d'entrée — examens et entretiens. Tous les établissements d'enseignement supérieur participent au processus de Bologne depuis 2002. L'ancien système d'enseignement a été supprimé et l'actuel comprend les étapes suivantes:

1. le Baccalauréat. 3 ans de formation. Selon la spécialisation, un diplôme DEUG (le diplôme d'études universitaires générales) ou DEUST (le diplôme d'études universitaires

scientifiques et techniques) est délivré, confirmant une formation académique ou scientifique et technique. Avec DEUST, les diplômés peuvent trouver un emploi en tant que gestionnaires.

2. Magistrature. 2-3 années de formation selon la spécialité. Après la première année d'études, on obtient un diplôme de licence, la deuxième une maîtrise et, après la troisième, un diplôme ingénieur.

3. Cycle supplémentaire de l'enseignement post-universitaire. 1'année de formation. L'admission est effectuée sur la base des résultats de l'entretien. À la fin, un diplôme de formation spéciale ou de recherche est délivré, ce qui est nécessaire pour poursuivre l'entrée dans le programme de doctorat.

4. Doctorat. 3-4 ans de formation. Pour l'admission avec le candidat, un entretien est effectué. À la fin de la formation, le candidat au doctorat doit rédiger et défendre sa thèse devant la Commission Nationale, après quoi un doctorat est délivré.

Presque après chaque année d'études, des examens sont organisés et des diplômes nationaux sont délivrés aux étudiants, qui correspondent à une étape particulière de l'enseignement dans une Université donnée [3]. Cette caractéristique du système éducatif rend quelque peu difficile la compréhension des documents éducatifs.

Dans les universités publiques, l'enseignement est gratuit car le ministère d'éducation les subventionne. Cependant, les étudiants doivent payer une redevance symbolique d'environ 185 € par année d'études au baccalauréat, 250 — dans la maîtrise, 400 — dans le doctorat [1]. Les universités privées facturent des frais de l'ordre de 2000-10000 € par an.

Les étudiants étrangers et citoyens français ont le droit de recevoir une éducation gratuite.

Les étudiants étrangers n'ont pas toujours la possibilité d'étudier gratuitement dans une Université française. Il n'est pas rare qu'ils demandent des bourses et des subventions qui peuvent être allouées à des études à court ou à long terme. Les bourses et les subventions peuvent être obtenues avant ou pendant la formation. Dans le même temps, chaque programme a sa propre procédure de candidature individuelle.

Formellement, chaque étudiant a le droit de vivre dans une habitation collective d'étudiant, où une chambre séparée lui est allouée. Cependant, les places en eux sont limitées. D'abord, les étudiants locaux pauvres sont logés, puis les boursiers et les participants aux programmes d'échange internationaux. Dans le même temps, les frais mensuels dans l'Université publique seront de 100-350 € par mois, et dans le privé — de 250 € [1]. Tous les dortoirs d'étudiants n'appartiennent pas aux universités, mais au centre d'hébergement des étudiants (CROUS). Les étudiants louent souvent des appartements pour plusieurs personnes et paient chacun pour leur chambre privée. Le prix de location dans ce cas commence à partir de 300 €. Un autre moyen abordable est de vivre dans une famille d'accueil française. Cette option convient le mieux aux étudiants qui planifient des études à court terme. Le coût de la vie, en règle générale, est de 150 – 300 €.

Pendant les études, les étudiants peuvent, à leur demande, suivre des cours supplémentaires sur accord préalable avec la direction de la faculté. En règle générale, cela entraîne des frais distincts. La législation française prévoit la possibilité de travail à temps partiel pour les étudiants. Au préalable, vous devez obtenir une autorisation spéciale auprès de l'administration locale. Au cours de l'année, il est permis de ne pas dépasser 844 heures de travail (par semaine — un maximum de 19 heures, et pendant les vacances — 40) [2].

Les candidats qui ont terminé l'enseignement secondaire complet et qui ont passé l'examen de langue (DALF, TCF) peuvent s'inscrire dans les universités françaises. Cependant, il existe un certain nombre de procédures bureaucratiques dont l'exécution peut sembler déroutante.

Si l'étudiant passe tous les tests et obtient une éducation française, il sera très apprécié sur le marché du travail international.

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L'AVENIR DES RELATIONS RUSSO-FRANÇAISES

Annotation. *Cet article examine les perspectives de développement des relations entre la Russie et la France dans le contexte de désaccords entre la Russie et l'Union européenne, de sanctions et d'une pandémie. L'auteur a analysé l'expérience historique des relations économiques et diplomatiques, des données statistiques sur les relations commerciales extérieures, le rôle des pays dans l'économie mondiale et a conclu que le renforcement du dialogue intergouvernemental est extrêmement nécessaire aujourd'hui.*

Mots-clés: *Russie, France, diplomatie, l'économie mondiale, relations internationales, commerce extérieur.*

La relation entre la Russie et la France a une longue et riche histoire, entre les pays il y a eu à la fois des périodes de guerres de haut niveau et des périodes de paix et d'harmonie. Les cultures des pays sont étroitement liées et les relations diplomatiques ont plus de 300 ans. Les relations commerciales extérieures entre les pays se développent de manière dynamique: la coopération est mutuellement bénéfique pour chacun des pays. Aujourd'hui, sous la menace de sanctions, dans des conditions de restrictions dues à une pandémie, il est nécessaire de construire des relations internationales pour que l'économie de l'État soit à la fois indépendante et ouverte à l'interaction avec d'autres pays.

La Russie et la France doivent entretenir de bonnes relations, développer des liens économiques et mener un dialogue culturel. Malgré les désaccords de la société européenne, la France et la Russie ont besoin du soutien du dialogue interétatique.

Les relations qui se sont développées au cours des siècles sont désormais soumises à des pressions politiques. Au fil des années, les dirigeants des pays ont adhéré à la politique d'unification et à l'établissement de bonnes relations entre la Russie et la France. Les liens mutuellement bénéfiques sont dus à de nombreux facteurs, principalement l'histoire, la géopolitique et le commerce [6][8].

Aujourd'hui, la France possède l'une des plus grandes économies de l'Union européenne et du monde. Il est célèbre pour son niveau de vie élevé, son potentiel scientifique et technique, son histoire et sa culture séculaires. La France a joué un rôle important dans l'organisation des processus d'intégration de l'Europe; en 1951, le traité de Paris instituant la CECA (Communauté européenne du charbon et de l'acier) est signé. Par la suite, l'Union européenne a été formée.

Aujourd'hui, la France, avec l'Allemagne, reste aux premières places de la région. De plus, la France a toujours occupé des positions de premier plan dans l'exploration spatiale, la construction aéronautique, l'énergie, la médecine et d'autres industries.

La France est située à l'ouest du continent avec un accès aux routes commerciales de l'océan Atlantique, et à l'est, l'Europe est frontalière avec la Russie. Cette disposition des États détermine des relations politiques bénéfiques. Ainsi, différentes stratégies se construisent pour renforcer les liens des pays entre lesquels se situe toute l'Europe [2][3].

La Russie a toujours été un important importateur et exportateur pour la France. Les principales importations de la France sont les produits raffinés, le pétrole brut, le charbon, le gaz naturel, le bois et d'autres matières premières. Les exportations comprennent la parfumerie, les produits pharmaceutiques, les produits chimiques, les pièces automobiles, les avions et les navires aérospatiaux [7].

En ce qui concerne les affaires, la France et la Russie ont de nombreux intérêts mutuels, qui contribuent au développement des relations commerciales. Des forums internationaux et des réunions avec des représentants des grandes entreprises en France ont lieu chaque année, où les résultats du commerce mutuel sont discutés, des propositions sont faites pour un dialogue plus approfondi et diverses questions relatives aux affaires sont convenues. Cette participation active des investisseurs et entrepreneurs français à l'économie russe crée un climat favorable aux investissements directs étrangers, à la croissance économique et à l'unification des économies des États. Le président français E. Macron, le 25 mai 2018, lors de la conférence du dialogue d'affaires Russie-France, a exprimé son espoir de mettre fin aux conflits et de renforcer le partenariat: «En tout cas, il ne peut y avoir d'Europe de Lisbonne à Vladivostok ou de l'Atlantique l'Oural, si nous voulons éviter des désaccords et du mécontentement les uns avec les autres».

La pandémie COVID-19 a accru l'importance de la Russie pour la France. De grandes pertes financières de l'ordre de 10 à 12% du PIB, qui ne se sont pas produites depuis la Grande Dépression, nous font regarder la Russie différemment. Aujourd'hui, le gouvernement français adhère à la position la plus neutre vis-à-vis de la Russie, alors que toute l'Union européenne prépare de nouvelles sanctions contre la Russie [4].

Pour la Russie, la France joue également un rôle important dans le développement de l'économie: la base de l'intérêt russe pour la France est l'investissement – les Français investissent de l'argent en Russie, et cette pratique a commencé sous le régime tsariste, et dans les années 90 et 2000 a commencé jouer avec une vigueur renouvelée. Par conséquent, les restrictions aux investissements en Russie sont devenues la base des sanctions européennes, et c'est ici que se situent les principales pertes bilatérales.

Malheureusement, les relations entre la France et la Russie sont largement déterminées par la politique, et avec le temps, les différences entre la Russie et l'UE ne font que croître. La question de savoir si les gouvernements des pays pourront se mettre d'accord et améliorer la situation afin d'éviter un grand nombre de pertes est une question qui prend du temps. De plus, la pandémie fixe de plus en plus de tendances dans les relations entre pays, elle affecte certainement l'économie, la diplomatie, la culture [1][5].

De plus en plus souvent, dans le cadre des relations russo-françaises, on se souvient des propos du célèbre général Charles de Gaulle, dit par lui en décembre 1944: «Pour la France et la Russie, être unies signifie être forte; être déconnecté, c'est être en danger. En effet, c'est une condition incontestable en termes de géographie, d'expérience et de bon sens». Dans le contexte de l'agenda actuel, on peut affirmer avec certitude qu'aujourd'hui, tant la France que la Russie ont besoin d'une coopération mutuelle. C'est peut-être grâce à des efforts conjoints que les pays pourront atteindre un nouveau niveau et conquérir leur ancienne grandeur [8].

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