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## **ENGLISH LANGUAGE INFLUENCES ON INTERNATIONAL BUSINESS**

English is an important tool in the development of the personnel of any company from a small law firm to a manufacturing enterprise. It is impossible today to remain with a low level of English and do business with foreign partners. This is a market request, to which the employer must somehow respond.

In favor of the English language the fact works that most people seeks to master languages that have the greatest «communicative value», and therefore

the calls of linguists and politicians for multilingualism hang in the air, given the increasingly pragmatic-market nature of relations between people, giving the communicative value of languages «career» and monetary expression.

The English language has become undividedly dominant in the field of science, especially in the exact and natural sciences. A similar process is taking place in international business: English is becoming not only the language of communication for businessmen from different countries, but also the internal language of the vast majority of transnational companies. The situation in the sphere of politics and diplomacy is somewhat more complicated. On the one hand, English is the working language in which the internal activities of almost all international organizations are conducted [1, p. 8].

There are three main reasons why English is the corporate language. If you want to buy or sell, you must be able to communicate in different languages with customers, suppliers and other business partners. If you're lucky, they'll speak to you in their native language, but you can't count on that. Companies that do not develop a language strategy, in effect, limit their growth opportunities to the level of a market that speaks their language, while putting themselves at a disadvantage against competitors who have adopted a single language policy, English.

Language differences can cause some problems when employees from different countries must work together to achieve corporate goals. A French worker may require data from a facility in Bangkok or Manila. Without a common ground, communication will suffer. A good understanding of the language provides employees with first-hand information, which is very important for good decision making. Swiss food giant Nestlé has seen significant improvements in purchasing and hiring efficiency thanks to the use of English as the company's standard [1, p. 12].

Negotiations for a merger or acquisition are difficult enough when everyone speaks the same language. But when there is no common language, nuances are easily lost, even in the case of simple email communications. In addition, cross-cultural integration is difficult; so when Germany's Hoechst and France's Rhône-Poulenc merged in 1998 to create Aventis, the world's fifth-largest pharmaceutical company, the new firm chose English as its working language to avoid linguistic prerogatives. This is also important for branding elements. In the 1990s, an obscure Italian appliance manufacturer, Merloni, adopted the English language for its international image, eventually giving it an advantage when acquiring British companies [2, p. 17].

English is recommended as the main language of international trade in 64 countries; in addition, the indicators of economic power and the gross language product of the English language are the highest of the most widely spoken languages in the world [2, p. 19]. First of all, it concerns trade with countries outside the European Union. British linguist David Graddol noted, when large multinational companies arise, it is English that becomes the

language of interethnic communication, because it draws up international agreements on the rights and obligations of the parties, imports raw materials and exports finished products, exchanges technologies, and communicates with company employees from foreign branches [2, p. 37]. Accordingly, a job that requires knowledge of the English language is more highly paid. In addition, according to Graddall, in connection with the emergence of the so-called «non-material» economy and, as a result, an increase in the proportion of people working from home, the presence of a common language for business contacts is of paramount importance [3, p. 40]. Thus, it should be noted that almost all modern researchers of the language of corporate communication (and this is, as a rule, English) note that fluency in such a common language, at least at the level of top and middle management, ensures the consistent fulfillment of strategic tasks, commitment to corporate values, and also helps to avoid misunderstandings and distortions of the goals set within the company.

In the context of a multinational company, the language in which communication is carried out is no longer considered at the level of individual communication skills, but as a constructive unifying force for consolidating the knowledge and skills of all employees to perform their tasks [3, p. 41].

Factors related to knowledge of the language, such as the mismatch of native languages in the country of operation of the company and in the country of the potential counterparty and the poor quality of translations, for 27% and 23% of respondents, respectively, are the primary causes of situations of misunderstanding that they encountered in communicating with foreigner partners [4].

The relationship between English proficiency and company performance can also be expressed in monetary terms. For example, according to a study by The English Margin, an employee with a high level of professional English skills can generate an additional \$128,000 a year for a company by saving time, increasing sales and productivity. This income rises to \$138,000 if the employee speaks fluent or native English, with even the employee's basic or limited English skills generating an additional \$86,000 in annual revenue for the company. In addition, respondents from all countries except The United States (where this question was not asked) noted that a good level of English proficiency among employees interacting with suppliers and customers can ensure company growth by 31% over a five-year period [4].

The problem of preparing for a solution of professional tasks based on foreign language communication has been in the area of close attention of teachers and methodologists for more than a decade. A key feature of this branch of linguodidactics is the focus on the language that is necessary to perform certain functions and solve specific problems in a business context.

The peculiarity of «corporate English» is that each industry has its own system of concepts and realities that determine the linguistic ways and means

of their presentation. The set of lexical items needed by bank managers, engineers or doctors is very different from what is required, for example, by lawyers or sociologists. In addition, some terms and expressions that have one meaning in one industry and they may have a completely different meaning in another industry [5]. In this regard, the content of teaching a language for special purposes for each individual industry is differentiated depending on the specifics of this industry, therefore it is hardly possible to create one single ESP course that would satisfy specialists' need in all specialties.

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## **МІЖКУЛЬТУРНА КОМУНІКАЦІЯ В ІНТЕРЕСАХ РОЗВИТКУ СОЦІАЛЬНОГО ПІДПРИЄМНИЦТВА В УКРАЇНІ**

Соціальне підприємництво, як специфічний підхід до ведення бізнесової діяльності, з'явився на вітчизняних теренах трохи більше 10 років тому. Поширення цього соціального феномену відбулось, в головному, з країн західної Європи та зі Сполучених Штатів Америки. Так, завдяки ряду міжнародних програм у сфері культури, суспільства та соціально-