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## FOREIGN LANGUAGE AS THE MEAN OF INTERNATIONAL TRADE

There are variety of countries throughout the world, but the languages that are spoken by their inhabitants even more. In this case, it is not about a hundred or two, but about a few thousand. How can the people of the Earth understand each other? To do this, there are international languages that allow all of us to communicate with each other, regardless of nationality and place of residence. One of the international languages is English. Moreover, English is the language of interethnic communication for all humanity.

What kind of role English plays in our life now? In general, political, economic, scientific, sports life of the whole world "flows" in English. The official and working language of the United Nations Organization is English. All kinds of summits and meetings the heads of states, signing laws and decrees, negotiations and debates - all these are leaded in English. International trade, the work of the banking system, the activity of the transport system on land, at sea and in the air is carried out in English. This language is a living communication tool for academics, doctors, scientists around the world. After all, international conferences, study of the world's experience and exchange of information in scientific surroundings occurs only with the using of English. Due to English, the society integrates into world's business continuum.

It means that any educated person, busy in business, is simply obliged to speak English, because it is his/her key to further self-education and self-improvement of his/her activities.

Such domestic authors as Albov A.S, Andrushko S.Y., Borisenko I.I, Kolot L.A, Kutniy E.A, and others explored the problems of business communication in English. The important aspects of this issue are also discovered in the original textbooks on business communication by authors such as Marie Elizabeth Flatley, Kathryn Rentz, Daniel Jones, Robert Tilly.

Now, let us count the benefits of a businessperson who knows English, to those who do not know it.

First of all, knowing English we can receive more information from different media, it may be a computer - where all technical information is written in English, you can read the

documents in original version, the translation does not always convey the objective completeness of information and certain intentions.

Secondly, there is always the opportunity to speak with foreign partners on a very diverse topic in relation to this or that joint project in English. In general, international negotiations, stock exchanges are conducted in English, and participate in international conferences, communicate with business people, read international magazines and newspapers about business, in this case you just need to know English. Additionally, all the most recent and advanced conclusions of worldwide importance are published in English-language magazines and newspapers.

Regarding the economists, today they are needed everywhere and always. The economist is the heart of company, the guarantee of successful and correct functioning of the company by 70% is correctly set accounting and financial processes.

Nowadays marked that knowledge of English is the main component of the "cost" of an economist: experts with English knowledge can cost twice as expensive. Often, such specialists of the company re-buy from competitors - companies working in a similar field of activity. Interestingly that to find an economist with a decent knowledge of English - is often almost impossible task even in the capital.

The efficient business communication is also ensured by using of specific words that form in reader's imagination clear and understandable meaning (computer, automobile, road, Mickey Mouse, Wall Street, and Metropolitan State Building). Unlike them the abstract words are not understood clearly and unambiguously (administration, negotiation, inconsistency, loyalty, compatibility, incompetence, communication).

Obviously that the writing of business document depends on the knowledge of language, both native and especially foreign. The routine and superficial approach to language is inadmissible. In order to transmit information correctly in a written foreign language, it is necessary to be acquainted with the direct meaning of word, its shades in synonyms or in words with similar meaning.

Certainly, the special attention should be paid to the correct using of English idiomatic expressions. Business English has many consistent expressions and their meaning do not follow from the meaning of their components.

One more feature of business correspondence deserves special attention, namely, the tendency to use so-called sexist words. The existence a large number of such words in business English is explained because the business world has emerged and evolved over centuries as a purely male industry, and therefore in English there are many words like man-made, nine man-hours, chairman, businessman, policeman, congressman, which emphasize the domination of men. Nowadays, when more and more women are successfully engaged in business and politics, one should try to avoid such words because they are perceived as discriminating against women on a gender identity.

Therefore, the knowledge of English in the modern world is like a kind of window into the world. Owning the language of international communication, you can achieve your goals with new opportunities. That is why foreign language, namely English is the main means of integrating into the world's business continuum. Overall, business communication always aims the solving a certain problem. The message should be persuasive, concise and tagged to the recipient. The adaption to reader of business document is a complex, multifaceted and creative process that requires understanding of the structure and nuances of the English business language.

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### **THE ROLE OF A FOREIGN LANGUAGE FOR TOURISM MANAGER**

Tourism is a powerful means and form of intercultural relations that contribute to the intensification of international contacts, the expansion of borders, which results in openness to other countries, the mutual enrichment of cultures. The proper organization of tourism activity in the modern society, that is tourism management and the level of intercultural training of specialists in the field of tourism, becomes of paramount importance.

Based on the basic understanding accepted in science, the concept of "manager of tourism" as a manager and organizer of tourism activities, it should be noted that the manager of tourism not only monitors and coordinates the work of other workers of the tourist organization, organizes services on tourist routes, but also communicates with business partners, representatives of other countries. Obviously, intercultural communication and interaction occupy a prominent place in the professional activity of the tourism manager.

The importance of forming readiness for intercultural communication among tourism managers is explained, first of all, by the fact that the main kind of activity for them is communication, solving communicative tasks. Therefore, the necessary conditions for successful professional activity of a specialist are awareness of the peculiarities of the communication process, the possession of verbal and non-verbal communication techniques, communicative strategies and communicative competence, which includes the ability to use a foreign language to achieve professionally meaningful goals [4, p.48].

A foreign language for tourism manager is one of the tools that helps not only act, persuade, make decisions, but also create a favorable business atmosphere, understand the culture of a representative of another country and the mentality of the people. The ability to conduct professional foreign language communication in a qualitative way contributes to the increase of competitiveness of specialists in the sphere of tourism in the labor market [1, p.243].

A novice manager who is at the same time a former student, often lacks the knowledge of a foreign language rather than the knowledge of practical topics, such as completing of various forms, the content and structure of tourist catalogs. So, for example, if a tourist goes abroad and it is necessary to fill in forms in a foreign language, the direct obligation of the travel agency employee is to help this client. All this leads to the formation of a complex "fear of the unknown", lack of self-confidence, which, of course, affects the competence and the quality of work performed. It should be noted that the graduate of the faculty of tourism should have not only a certain amount of professional knowledge, skills and abilities, but also have professional knowledge of foreign language. It is the professional knowledge of the foreign language for a specialist working in the field of tourism, which is a sign of his professional competence.



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