

language (EIL) is EAL with emphasis on learning different major dialect forms; in particular, it aims to equip students with the linguistic tools to communicate internationally. Roger Nunn considers different types of competence in relation to the teaching of English as an International Language, arguing that linguistic competence has yet to be adequately addressed in recent considerations of EIL.

Basic Global English, or BGE, is a concept of global English initiated by German linguist Joachim Grzega. It evolved from the idea of creating a type of English that can be learned more easily than regular British or American English and that serves as a tool for successful global communication. BGE is guided by creating "empathy and tolerance" between speakers in a global context. This applies to the context of global communication, where different speakers with different mother tongues come together. BGE aims to develop this competence as quickly as possible.

English language teaching is almost always related to a corresponding culture, e. g., learners either deal with American English and therefore with American culture, or British English and therefore with British culture. Basic Global English seeks to solve this problem by creating one collective version of English. Additionally, its advocates promote it as a system suited for self-teaching as well as classroom teaching.

BGE is based on 20 elementary grammar rules that provide a certain degree of variation. For example, regular as well as irregular formed verbs are accepted. Pronunciation rules are not as strict as in British or American English, so there is a certain degree of variation for the learners. Exceptions that cannot be used are pronunciations that would be harmful to mutual understanding and therefore minimize the success of communication.

Basic Global English is based on a 750-word vocabulary. Additionally, every learner has to acquire the knowledge of 250 additional words. These words can be chosen freely, according to the specific needs and interests of the learner.

BGE provides not only basic language skills, but also so called "Basic Politeness Strategies". These include creating a positive atmosphere, accepting an offer with "Yes, please" or refusing with "No, thank you", and small talk topics to choose and to avoid.

Basic Global English has been tested in two elementary schools in Germany. For the practical test of BGE, 12 lessons covered half of a school year. After the BGE teaching, students could answer questions about themselves, their family, their hobbies etc. Additionally, they could form questions themselves about the same topics. Besides that, they also learned the numbers from 1 to 31 and vocabulary including things in their school bag and in their classroom. The students as well as the parents had a positive impression of the project.

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#### THE MAIN FACTORS OF A FOREIGN LANGUAGE AS A COMPETITIVENESS TODAY

A study of foreign and national research shows that the concept of "competitiveness" of students currently being interpreted in a very broad sense. Moreover, it has become a permanent feature in the field of educational services and market relations. Student competitiveness encompasses issues between employers, job seekers, graduates, and higher education institutions in this field.

In the mid-1990s, large-scale research was conducted with the support of the European Social Fund, which supplemented not only the current technical requirements of the market, but also the needs of young people in professional attractiveness, developed organizational and didactic opportunities and conditions for qualification. It is also proposed to deepen foreign languages, legal and economic sciences. Knowledge of foreign languages is one of the opportunities to ensure the

competitiveness of professionals in the labor market. Therefore, the issue of learning foreign languages for special purposes is of particular importance today, because foreign languages are not only a means of obtaining information from scientific sources, but also allow future professionals in various fields to use modern information, science and technology, which creates an opportunity to deepen and expand their professional competence.

Today, a foreign language has become a means of communication for professionals, and has become one of the important criteria for international exchange of specialists, foreign internships, as well as study and work at prestigious universities abroad. The purpose of learning foreign languages is to create communicative competence, in which we mean the exchange of ideas in different situations using language norms during the dialogue. The peculiarity of learning foreign languages for professional purposes is that this process is carried out in close connection with the dialogue of professional orientation. At the same time, students need to ask ourselves the following questions: Why do we need a foreign language? Who is the foreign language used to communicate with? What should consist of the context of a foreign language? From these three questions, our purpose is determined. Of course, it must take into account the needs of language learners, the labor market, international standards and needs. And compliance with these requirements will ensure the exchange of professionals in an academic and business environment.

In setting the next goal, the main emphasis should be on the practical skills of the language. Because it is no secret that no one benefits from the information taught if it is not put into practice. For a specialist, language is necessary in communicating with his/her foreign colleagues, translating working papers, acting as a translator in production, reading newspapers and magazines. Physicians use the language context directly in medical facilities, in engineering, in factories, and in journalists, depending on how and in what field they receive and present information.

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128

## ІНОЗЕМНА МОВА ЯК ПРОБЛЕМА ТА ФАКТОР КОНКУРЕНЦІЇ В СУЧАСНОСТІ

Іноземна мова є невимовним фактором покращення людського життя, а також ці знання відкривають для неї світ нової культури, знайомств, світ абсолютно не притаманного їй мислення та світосприйняття.

Сьогодні знання іноземних мов – це, перш за все, ключ до успіху та нових можливостей, які відкриваються перед людиною та роблять її фізичний та духовний світ набагато яскравішим, цікавим, та в умовах глобалізаційних процесів, які відбуваються у сучасному світовому суспільстві, є просто необхідним компонентом професійної діяльності фахівця будь-якого рівня, будь-якої сфери.

Варто зазначити, що будь-яка іноземна мова є абсолютно унікальною та розвиває наш мозок, що в свою чергу впливає на нас як на особистостей, а також додає впевненості при спілкуванні з іноземцями.

Так, згадуючи англійську мову, наприклад, у людини відразу виникають асоціації з міжнародним бізнесом та торгівлею, фріланс та технікою, наукою та мистецтвом. Все це зрозуміло, адже 80% ділового мовного простору займає саме ця мова. Англійську мову можна почути всюди: і на роботі, і на відпочинку, та на сьогоднішній день дуже стрімко набирає обертів знання східних мов (китайської, турецької та ін).

Конкурентоспроможність в сучасному світі – це реальна і потенційна здатність, ділова та професійна компетентність, ініціативність, винахідливість у роботі, почуття відповідальності, які вигідно відрізняють тебе від інших працівників аналогічної спеціальності і дозволяють витримувати конкуренцію на ринку праці.