

## ENGLISH AS A MEANS OF PROFESSIONAL COMMUNICATION (АНГЛІЙСЬКА МОВА ЯК ЗАСІБ ПРОФЕСІЙНОЇ КОМУНІКАЦІЇ)

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*Розглянуто необхідність опанування англійської мови як одного з головних чинників ефективної професійної комунікації у сфері бізнесу та ІТ.*

Nowadays, under conditions of globalization knowledge of English is necessary if one wants to come up in any sphere of professional development. This issue is of great interest for the advanced countries that have opened their doors for recruiting technically qualified persons from different countries. Only those who have a good command of the English language are capable of getting an interesting and well-paid job.

Due to application of innovative smart-technologies English has been playing the main part in such areas as medicine, engineering, and education, etc.

English is of vital importance for all types of professionals in the sphere of IT. Most large companies such as Apple or Google have their branches all over the world. It's English that is used as a language of communication for the IT staff worldwide (processing orders, business correspondence, talking to customers and colleagues etc.).

According to a report by Education First, English is the language of the Internet. An estimated 565 million people use the Internet every day, and an estimated 52 percent of the world's most visited websites are presented in English. Even sites in other languages often give you the option to translate the site.

In fact, because English is so dominant in international communication, you will find more information regarding nearly every subject if you can speak this language.

English is the dominant business language. Research from all over the world shows that cross-border business communication is most often conducted in English and many global international companies such as Airbus, Daimler-Chrysler, Fast Retailing, Nokia, Renault, Samsung, SAP, Technicolor, and Microsoft in Beijing expect their employees to be fluent in English.