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## ENGLISH AS MAIN LANGUAGE OF THE DAILY BUSINESS AND SCIENTIFIC WORLD

The use of the English language in international business and finance has evolved into a standard practice, underpinning global economic interactions. This phenomenon is shaped by various practical circumstances, manifesting in standardized communication within the global business landscape. Key aspects of this paradigm include:

**International Agreements and Contracts.** English serves as the primary language for the negotiation and formulation of international agreements and contracts in the realm of international business.

**Trade and Import-Export.** English facilitates negotiations related to delivery terms, pricing structures, and other intricacies of trade agreements.

**Financial Transactions.** Within the financial domain, English is widely employed for diverse financial transactions, including international banking operations, currency exchange, investment agreements, and securities trading.

**International Negotiations and Conferences.** The English language is often the medium of choice for participants in international conferences and negotiations, fostering effective mutual understanding.

**Documentation and Reporting.**

**International Organizations and Conferences. A Linguistic Standard**

International organizations and conferences play a pivotal role in setting standards, making decisions, and addressing global issues. The adoption of the English language in this context has become a standard practice for several compelling reasons:

**Global Participation.** International organizations, such as the United Nations (UN), the International Monetary Fund (IMF), and the World Bank, convene representatives from diverse countries worldwide. English facilitates convenient and effective communication, ensuring global participation and mutual understanding.

**Official Documentation.** The development of official documents, decisions, and reports in English during international conferences and meetings ensures accessibility to all members and stakeholders.

**Ensuring Consistency.** The use of the English language mitigates misunderstandings and ensures consistency in the expression and understanding of key concepts and terms.

**International Workforce.** Many international companies boast workforces comprising representatives from various countries. Utilizing English facilitates convenient and effective communication among employees from different linguistic and cultural backgrounds.

**Global Processes and Standardization.** The formulation and communication of global corporate processes and standards are streamlined when conducted in English.

This helps avoid misunderstandings and ensures consistency in the company's actions across its territorial expanse.

**Customer Service.** In sectors where providing services and support to customers in their language is crucial, using English as the language of internal communication simplifies interactions with customers from different countries.

**Marketing and Branding.** Numerous companies conduct advertising and marketing campaigns in English, allowing them to effectively communicate with a global audience and build a unified corporate image.

**Global Community of Experts.** The tech industry relies extensively on a global community of experts, bringing together talented professionals from different countries. English serves as a common language for communication within this community.

**Internationalization of Startups.** Startups initiate operations worldwide, and the use of English aids in effective interaction with investors, partners, and clients from diverse regions.

**Technical Documentation and Resources.** A significant portion of technical documentation, software libraries, forums, and online resources in the tech industry is provided in English, facilitating access for developers and engineers worldwide.

**International Investment Potential.** Access to international investments is crucial for startups, and the use of English eases engagement with investors from different countries and regions.

**Language Programs.** Universities worldwide offer language programs and English courses, contributing to the enhancement of English language proficiency.

**International Study Programs.** Many universities offer international study programs conducted in English, creating opportunities for students from different countries to study and interact in English.

## REFERENCES

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