

Transnational Teams: Collaboration in transnational teams is often necessary in today's business environment. Shared language proficiency facilitates effective interaction in such teams, leading to high-performance outcomes.

Risk Mitigation: Foreign language proficiency helps avoid language-related misunderstandings, reducing the likelihood of errors in business processes. This allows for risk reduction and ensures stability in international relations.

Multilingual Marketing Strategy: Multilingualism enhances marketing strategies. Adapting marketing materials to different languages increases their relevance and effectiveness for a diverse target audience, contributing to the success of global marketing campaigns.

Effective Use of Technology and Communication Tools: Proficiency in foreign languages facilitates the efficient utilization of modern technologies and communication tools. This enables enterprises to implement new technologies and communicate with clients and partners in the context of a global virtual community.

Supporting a Global Corporate Culture: Proficiency in different languages contributes to the creation of a global corporate culture. This involves a shared understanding of the company's values, mission, and strategies at all levels.

In conclusion, foreign language proves to be not merely a tool for communication but a true key to success in global business. It enables enterprises to expand their horizons into new markets, build resilient relationships with partners and clients, foster innovation, and effectively manage risks. The ability to adapt to diverse linguistic and cultural contexts becomes a strategic advantage, assisting businesses in transcending national boundaries and achieving success in the realm of global competition. Therefore, a foreign language defines not only the quality of communication but also the entire spectrum of opportunities and achievements in international business, making it an integral component of a successful strategy in the global economic landscape.

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LANGUAGE SKILLS AS A PRECONDITION OF TRAINING COMPETITIVE IT SPECIALISTS

At present time, it is difficult to be a competitive specialist in the global workforce market without possessing a high level of a foreign language. The processes of globalization and the development of the advanced technologies affect almost all branches of enterprises both in our country and abroad and impose increasingly strict requirements on future specialists from their potential employers. As a result, more attention is paid to the study of foreign languages in educational institutions of any level: both in schools and technical colleges, as well as in universities.

Thus, in the information society, when innovative technology is proliferating in all spheres of human life and society is getting rid of many types of traditional activities, attention to a person as a linguistic personality, their ability to personal assessment and interpretation of information increases. Under such conditions, the linguistic component becomes an integral part of the student's professional development - intuition, faith, feelings and other qualities inherent in a person provide the necessary conditions for their self-actualization and future professional self-realization. It is obvious that without achieving a harmonious unity between the development of knowledge and technologies, on the one hand, and the ability of a person to adequately adapt to the results of activities in an information society, on the other hand, the progress on the path to self-realization is almost impossible. The knowledge of foreign languages contributes significantly to this process, which accelerates the mastery of various technologies and enables effective professional communication in a globalized world. The realities of recent decades have changed the views of both specialists and the public on learning and mastering foreign languages. That is especially topical for workplace communication at the international IT companies.

Effective communication, free from communication barriers, is the main condition that each IT company must be responsible at all levels and stages of its activity. This is the key to success uninterrupted operation of business processes and projects. Therefore, concern for success and efficiency of intercultural communication for many companies, and primarily international ones, should become one of the important areas of their activity. To achieve the management goal, the management entity should think strategically, and only under the condition of correctly building a strategy of intercultural communication the expected result. The main goal of the communication strategy of international corporations is to ensure a stable and effective operation of a complex internal communication system that takes into account and minimizes cultural barriers due to the usage of English as an international language for workplace communication.

For successful professional activity in a contemporary society, it is necessary to possess the competence of international and intercultural communication, as well as to be an independent, proactive person, to be able to think creatively, to make optimal decisions, to be capable of creative transformation, that is, to be a non-standard, competitive personality.