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**EUROPEAN STRATEGIES FOR ENHANCING PROFESSIONAL LANGUAGE COMPETENCES IN MULTILINGUAL ASPECT
(ЄВРОПЕЙСЬКІ СТРАТЕГІЇ ВДОСКОНАЛЕННЯ ПРОФЕСІЙНИХ КОМПЕТЕНЦІЙ У БАГАТОМОВНОМУ АСПЕКТІ)**

Multilingualism and multiculturalism are leading principles in the internal policy of the European Union.

European authors often pay attention to the cultural aspect of this phenomenon, emphasizing professional competitiveness as the main consequence of such an approach: “Knowledge of a foreign language is an increasingly essential competence in studies, the labour market, and in everyday life. Languages connect people, bring them closer to other countries and cultures, and enable them to understand and communicate with them. In the long term, multilingualism also contributes to improving the competitiveness of the European Union economy” [1, p. 323].

Multilingualism is one of the eight core competencies required for self-fulfilment, healthy and sustainable living, employment, active citizenship and social inclusion, as identified by EU Member States in the “Council recommendation on key competences for lifelong learning” – a framework that provides “successful ways to promote competence development through innovative learning approaches, assessment methods and support for educational staff” [2].

In the Recommendation, Member States agreed to work to

- boost language learning by the end of compulsory education by helping all young people to acquire competence in at least one other European language in addition to the language(s) of their schooling;

- encourage the acquisition of an additional (third) language to a level which allows them to interact with a degree of fluency measured against the Council or Europe’s Common European Framework of Reference for Languages (CEFR);

- encourage development of comprehensive approaches to improve the teaching and learning of languages at the national, regional, local and school level;

- introduce into education and training the concept of language awareness, which provides an inclusive framework for language learning taking into account individuals’ language skills;

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- ensure that more language teachers have the opportunity to learn and study abroad;
 - identify and promote innovative, inclusive and multilingual teaching methods using tools and platforms at the EU level, such as the School Education Gateway and eTwinning [3].

Despite some difficulties in implementing such a policy that supports linguistic diversity, society has recognized the value of a multicultural personality, functioning in a single information and physical space without internal borders, without disturbing the balance of the world language system. A special role in this regard is played by professional training, the vectors of which are aimed at building a common market with the assistance of economic cooperation, integration and the prevention of armed conflicts. And also at the formation of competitive citizens, whose level of higher education is sufficient for the successful provision of innovative technological processes and the choice of optimal solutions in a constantly changing world.

How does it work in the example of global business among entrepreneurs who have got a bachelor's or master's degree or are receiving higher education at one of the specialized universities in our country?

For large companies, it is recommended to employ a wider staff of specialists in the field of foreign language communication in order to meet the linguistic expectations of a diverse client base. This can be done either indirectly (through interpretation and translation services provided by professional language specialists or through the use of language tools) or directly (through the language skills of their employees working in the relevant departments). But a real competitive graduate of the economics faculty in addition to knowledge of business, trade or customs management should independently understand information materials in different languages.

In the dynamic environment of global business, multilingual entrepreneurs have a unique advantage. Their ability to communicate across language barriers opens doors to diverse markets, fosters cross-cultural collaboration, and facilitates international expansion. However, this linguistic ability is not static; it requires consistent efforts to maintain and improve language skills.

Maintaining a language enables consistent interactions with clients, investors, and customers. It enables entrepreneurs to navigate cultural peculiarities, build trust, and tailor marketing messages effectively.

Multilingual entrepreneurs who enhance language skills bridge gaps between team members, promote inclusivity, and create a harmonious work environment. They can adapt leadership styles based on cultural expectations.

Knowledge of a professional language directly affects dealmaking. Entrepreneurs who maintain language skills negotiate better terms, build rapport, and conclude profitable agreements. Fluency in a language increases their credibility and positions them as reliable partners.

Knowledge of foreign languages facilitates innovation. Entrepreneurs who read professional journals, attend conferences, and collaborate with colleagues around the world gain new perspectives. Multilingualism facilitates the cross-pollination of ideas, which leads to disruptive innovation.

During crises, foreign languages become a lifeline. Entrepreneurs who can communicate quickly, negotiate emergency situations, and change strategies to remain resilient.

Entrepreneurs who maintain language skills are outstanding. They transform their vision, have the opportunity to share success stories, and communicate authentically. Multilingual communication opens doors to collaboration, mentoring, and funding.

Strategies for enhancing professional language competence in multilingual aspect are different: geographical or virtual immersion in the language environment, language apps and platforms, reading books, research articles, and blogs in the target language, listening to podcasts and radio stations (which expose you to the natural tempo, accents, and idiomatic expressions of native speakers), social interaction in communication groups based on professional interests, networking events, and much more.

Thus, mastering the strategic toolkit for learning foreign languages is not a passive activity, but an investment in entrepreneurial success. Multilingual entrepreneurs who prioritize language learning, practice regularly, and embrace cultural diversity open a world of opportunity.

Information sources

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