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**The development of English language in the sphere of business communication
through oral and written competencies**

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In the era of globalization of economic life and the spread of the English language to most areas of business communication, translation from English and into English in the process of business communication not only does not lose its role, but actually acquires a "second wind". The broad development of international relations, the increase in the number of international companies served as an impetus for the transition of the English language to the official level. The reason for this event was certain historical factors:

1. The existence of a large number of former colonies of England (USA, Canada, Australia);
2. The use of the official language by such authoritative international organizations as the UN, UNESCO and others;
3. Deep involvement of English-speaking countries in geopolitics;
4. The rapid spread of the English language through the Internet.

Market research showed that the most important requirement for new-graduates from the side of companies and PR agencies is the ability to have written forms of intercultural communicative competence which implies the ability to write educated press-releases in foreign language. Of course, in this connection it is rather important to raise a question about how to teach the written competence. Here we

should pay attention to the notion of "press-release " as the main form of PR-texts through which we can develop a written competence.

Methods and research. *A basic analysis shows that over the past year the Kazakh market has undergone significant changes, the quality of services offered. The president of the GALA Investment Consulting Company, G. Shalgimbayeva, has said that the main instruments of communications should be a good presentation of a company that covers the aims and strategy, high-quality press releases (with a respectable English-language version [1]. M. Taykenova said that in addition to the component of creativity, the modern profession also demands a managerial grip and knowledge of marketing and market relations in general.*

Press release (from the English, press-release) is traditionally considered the main genre of PR-text, a simple and effective means of communicating, accurate and timely information of basic subject of PR, as well as a means of establishing contacts with journalists. A lot of researchers devoted their works to investigating the sources, nature and features of such notion as press-releases (S. Black, D. Doughty)

All studies examining the activities of PR- or press-release structures obligatory stopped at the features of this genre variety of PR-texts. This genre in modern PR-practice and especially *press release* is actually unique and universal.

For American researchers press release – is "an official statement issued for publication in print or distribution channels broadcast communications by government agencies, press offices, the headquarters of the different organizations" [2, 55].

Summarizing all researched information we can define PR-text as a new type of communication in the sphere of different kinds of business with its characteristic features and different definitions given by our specialists, Russian and foreign scientists. Also we try to investigate the press release and define it as a major genre of PR-text bearing designed for press operational information on events related to the basic subject of PR. The press release was defined as a main means of written

communication requiring developing certain set of competencies necessary for any qualified specialist in the sphere of business communication.

Of course for students of translating departments it is rather important to gain both oral and written skills in every sphere of business.

The place of translation as a type and means of business communication is determined by the expansion of contacts and business ties with business partners, international financial organizations, etc. In this regard, the role of both written and oral translation in the field of banking, finance, and individual sectors of the economy is increasing. English for business communication in the modern business sphere is used constantly, starting with consulting clients and ending with conducting oral and telephone conversations with customers, as well as conducting business correspondence [3]. Competent and expedient negotiation determines the intellectual image of top managers, as well as the image of the company itself. In addition to business communication, it is also worth noting the prospects for development in other areas where English is used on a daily basis:

1. Tourism and hotel business: every day there is work and interaction with international clients, business trips and various countries and resorts where employees of this field need to communicate in English;

2. Aviation industry: in this area, communication with international customers takes place on a daily basis;

3. IT sphere: all information on computer equipment and programs is contained in English, most nano-technologies and developments in this field are implemented in English-speaking countries;

4. Financial sector: exchanges that occupy leading positions among the world are NYSE (New York Stock Exchange); National Association of Securities Dealers Automated Quotation (NASDAQ); London Stock Exchange (LSE). These are the main international platforms in terms of the number of listed companies around the world.

Results and discussions. We tried to investigate the level of written abilities especially through writing press-releases of different companies in various spheres of business. Working with two groups, one of which was given a detailed explanation about grammatical and stylistic structure of this type of business correspondence and another group - without any preparation for such kinds of activity were revealed different outputs.

Obtained results showed the efficacy of using this technology in learning English and increasing motivation at students' attitude to the discipline (Table).

Midterm results of two groups participating in the writing test

Component of investigation (the whole group of Translators specialty students)	The first group	The second group
Indicators (%) of midterm passing	86 %	79 %

The data collection according to attitude of using this technology in learning process was conducted through questionnaire among students. Participants were asked the questions like:

Do you like/dislike such model of teaching language? Why/Why not?

According to the checklist results out of 20 participants 15 (75 %) claimed that they prefer using this model and give positive attitude. The required skills will help them to learn how to write a real business correspondence for real companies.

Currently, English is recognized as an international language. It is the first or second language in many countries of the world and is spoken by more than 500 million people worldwide. Due to the fact that the economy is constantly improving and globalizing, there is a need for the development of business English, as new professional terms for narrowly focused specialties appear. In this regard, educational institutions around the world recognize English as the second compulsory language for teaching. This is due to the fact that today there is a great need to provide information in technical fields in English for the implementation and presentation of

innovative projects in the global business community. This is the field of medicine, engineering, economics, science, culture and information technology. Scientific and technical translation is one of the engines of scientific and technological progress. Modern life is inconceivable without it.

The following features of business English can be distinguished:

1. Using special business vocabulary;
2. A certain format of the arranged and written speech;
3. The structure of translations, business letters, etc.;
4. The correct use of terms in speech.

Vocabulary plays an important role in business communication, as well as the ability to apply generally accepted communication skills. In the end, discussion of issues with business partners gradually turns into regular communication in the workforce. From the point of view of communication psychology, written business communication is a simpler form, since it does not require simultaneous consideration of speaking and listening, as well as rapid restructuring in the process of business communication [4].

Studies have shown that learning a foreign language is associated not only with a change in the linguistic picture of the world, but also with the thinking of the individual. Communication in an international environment involves a combination of a number of managerial knowledge, skills and cross-cultural skills: the ability to work in a multicultural environment, knowledge of the specifics of doing business and public administration in other countries, the ability to organize negotiations, including translations in a multilingual environment, the ability to mediate in business negotiations, the ability to work in international organizations, the ability to effective presentation of your project or the company as a whole. It is important to remember that when communicating with business partners, religious and cultural characteristics should be taken into account first of all. There are no global generally accepted norms of business ethics of behavior. Naturally, this complicates international business communications. Each national business culture has its own

well-established view of business communications, which seriously affects its vision of reality. In light of this, it should be borne in mind that everyone is right in their assessments, since everyone measures representatives of other nationalities relative to their own society, their culture, and mentality.

Optimally structured business communications are undoubtedly the most important factor for effective and mutually beneficial partnerships of participants in the global economy. Deep orientation and excellent knowledge and skills of business etiquette are the key to successful international cooperation between companies and countries. The world is developing and improving. And if we want to feel confident in the future, have a decent job and travel the world, then it's worth thinking about learning English now. Thus, through the training of business communication in English, along with language training in the field of business relations, a whole set of tasks is being solved to form a personality capable of successfully combining the achievement of professional and personal goals in the difficult competitive conditions of a market economy.

Conclusions. Drawing a conclusion from the above, it should be noted that no field of activity in the modern world can do without the prospect of language development within the framework of business communication. This includes politics, culture, economy, and much, much more. The perspective of the development of the English language provides cultural communication in various professional fields, performing the function of a so-called intermediary. It is thanks to this perspective that people will be able to freely exchange experience, scientific and technical achievements and many others, which will allow for universal development in the future. In this case we can define PR-text as a new type of communication in the sphere of any business with its characteristic features and different definitions given by our specialists, Russian and foreign scientists

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Готовність майбутніх студентів-інженерів до міжкультурної комунікації: теоретичний аспект

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На сучасному етапі міжкультурна комунікація здійснюється в найрізноманітніших сферах: у міждержавних відносинах, підприємницькій, науковій та освітній діяльності, на рівні міжособистісного спілкування. Знання особливостей ведення міжкультурних контактів забезпечує ефективність комунікацій і має велику соціальну значимість, оскільки тісно пов'язане з проблемами біженців, переселенців, а також людей, які виїжджають за кордон на роботу або постійне місце проживання. Знання закономірностей, стратегій міжкультурної взаємодії дозволяє надавати допомогу при адаптації цих людей в умовах «іншої» культури.

Міжкультурна комунікація характеризується тим, що під час зустрічі з представниками різних культур кожен з комунікантів діє у відповідності зі своїми культурними нормами. При цьому, як відзначають багато дослідників, проблема міжкультурної комунікації не зводиться виключно до мовної проблеми. Знання мови носія іншої культури необхідне, але недостатнє для адекватного взаєморозуміння учасників комунікативного акту. На думку багатьох дослідників, на мікрорівні проблема взаєморозуміння культур полягає в тому, що при зустрічі двох представників різних культур вони здебільшого не