

**THE SOCIAL SIGNIFICANCE OF FOREIGN LANGUAGE KNOWLEDGE FOR A
MODERN BUSINESS MANAGER**

Проаналізовано проблему соціального значення знань іноземних мов для сучасного керівника підприємства. Висвітлено соціально-культурне значення іноземної мови у сучасному світі. Обґрунтовано чинники соціального значення знань іноземної мови для сучасного менеджера.

Ключові слова: іноземна мова, менеджер, міжнародні зв'язки, культура, бізнес, комунікація, ефективність, керівник, інтелектуальний потенціал, кваліфікація.

The article analyses the problem of social significance of knowledge of foreign languages for a modern enterprise manager. The socio-cultural significance of a foreign language in the modern world is highlighted. The factors of social significance of foreign language knowledge for a modern manager are substantiated.

Key words: foreign language, manager, international relations, culture, business, communication, efficiency, manager, intellectual potential, qualification.

Foreign language skills play an important role in the development of a modern, highly qualified manager. For managers with a university degree, knowledge of a foreign language is not just a means of obtaining information from original sources, but also a tool for professional communication that has a pragmatic effect. In the course of their work, managers have to communicate with colleagues from other countries, learn about their methods and techniques, and share their experience. It is clear that learning foreign languages opens up access to many opportunities that are essential in the modern world [1].

Foreign languages play a special role in the activities of a manager capable of cooperation in both European and global society. It is the knowledge of foreign languages that makes it possible to communicate in all spheres of life with representatives of other countries and to conduct a dialogue of cultures.

The social and cultural significance of a foreign language is extremely important, especially in this period of socio-economic and political development of our country, when its place and role in the international arena is being determined. All this has led to a rethinking of the role of a foreign language as an important and necessary means of intercultural communication. Therefore, a foreign language is becoming increasingly recognised as a socio-economic and political mechanism of mutual understanding between representatives of the world community in various spheres of their daily lives.

The social significance of foreign language knowledge for a modern manager can be explained by several factors:

- In the last decade, international relations between Ukraine and the countries of the European Community, between Ukrainian and foreign firms, enterprises and organisations in various fields of activity have begun to develop intensively;
- direct ties between Ukrainian and foreign enterprises are expanding;
- the modern world has become more multinational and multilingual: on the one hand, the process of globalisation and economic competition is intensifying, and on the other hand, the role of national mentality is growing;
- the situation on the labour market is indicative: almost everywhere specialists are needed who know how to work with computers and know at least one foreign language;
- our society has become more mobile: holidays, study and even employment abroad are becoming a reality.

In today's world, learning foreign languages is one of the most important components of a modern person's success. Mastering at least one foreign language broadens your cultural horizons and helps you learn about the customs of other nations. Everyone wants to be successful and happy in business, and in this case, knowledge of a foreign language can help a lot. Firstly, it provides additional knowledge, and secondly, employers are more willing to welcome specialists who speak a foreign language. However, the main thing is the opportunity to immerse yourself in a mysterious and unknown world, as well as to interact with people with different worldviews and mentality. In general, English is considered to be an international medium of communication, and it is expected that in a few years a quarter of the world's population will be proficient in it.

For a modern manager, communication is of great importance. Communication in management is the exchange of information, as a result of which the manager receives the information necessary to make effective decisions and communicates them to employees. If communication is not established properly, decisions may be made incorrectly and employees may misunderstand what the manager expects of them, which in turn can lead to deterioration of relationships between people. The effectiveness of communication often determines the quality of decisions made and how they will be implemented in practice [2].

Research and long-standing practice show that only one third of the efficiency of a national economy depends on material production resources. The rest depends on the human factor, such as the intellectual potential, qualifications and abilities of managers and specialists.

General requirements for managers are defined in labour laws, internal regulations and other documents, while special requirements are contained in qualification guides, job descriptions and regulations. However, these requirements should be specified with regard to the specific position and the conditions in which the manager works [3].

Theoretical training and practical work experience are prerequisites for a manager to have: the art of leadership, people skills; political culture; a comprehensive systematic approach to work; the ability to generate ideas and transform them into practical action; creative imagination, modern economic thinking; computer literacy; the right work lifestyle, communication culture; foreign languages, especially English [4].

Consequently, foreign language proficiency is not just a fashion trend, but a vital necessity for a modern manager. It is the key to a successful career, competitiveness in the labour market, access to information and understanding of the cultural characteristics of other countries. Knowledge of a foreign language enables managers not only to build a successful career but also to contribute to solving Ukraine's problems.

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