

processes aimed at obtaining products from living beings and further transforming them into food and household items beneficial to humans. Their importance is unparalleled: the global population is growing exponentially, and to ensure high-quality food for a large number of people, the development of the agricultural sector will become a priority. To obtain a higher percentage of raw materials, producers use auxiliary means – antibiotics for animals and fertilizers for plants [1].

However, these profit-driven methods also have a negative side:

– Antibiotics accumulate in meat and later enter the consumer's body. Since these drugs have a non-specific effect, meaning they destroy all microorganisms without exception, not only pathogenic microflora disappear but also physiological microflora, which is essential for the proper functioning of the digestive, excretory, and immune systems. As a result, the human body becomes colonized by harmful microbiota that are resistant to antibiotics [2].

– Fertilizers, in turn, are not fully absorbed by the plant's root system and remain in the soil. The soil microflora is unable to break down such a large number of substances, leading to changes in soil characteristics, including disruptions in the water balance, alterations in pH levels, and fluctuations in microbiota composition. Additionally, an increased concentration of fertilizers blocks plants' free absorption of minerals due to their chemical binding.

Another danger to the environment is the destruction of ecological connections, as synanthropic animals and plants (those cultivated by humans) become competitors to their wild counterparts. For example, domestic cats hunt field rodents and birds, which could otherwise regulate the population of more dangerous pests capable of destroying crops and transmitting diseases to humans. Meanwhile, agricultural plants absorb water and mineral nutrients from the soil, leaving nothing for wild-growing species. This is not always beneficial, as wild plants can play a positive role by protecting the soil from degradation through their root systems or providing shelter for potential pollinators such as bees [3].

All these negative factors, according to scientists, may soon lead to an environmental catastrophe, raising the question of the very existence of life on Earth. To prevent the worst-case scenario, professionals in the fields of crop and livestock production must strictly adhere to the following measures:

- limiting the use of antibiotics;
- applying fertilizers based on soil microbiota;
- restricting the area for livestock grazing and the cultivation of agricultural plants;
- ensuring proper care for domestic animals to reduce their hunting of other species [4].

In conclusion, it can be stated that agriculture has a significant negative impact on the environment. However, we must learn to implement preventive measures to mitigate this negative effect.

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THE ROLE OF BUSINESS ENGLISH IN EFFECTIVE LEADERSHIP COMMUNICATION

Розглянуто роль ділової англійської мови в ефективній комунікації лідерів. Визначено основні аспекти мовних навичок, що впливають на управлінську діяльність, зокрема усне та письмове спілкування, міжкультурну комунікацію та адаптацію до цифрових середовищ. Аналізуються виклики, з якими стикаються керівники, що не є носіями англійської мови, а також надаються стратегії для покращення рівня володіння мовою.

Ключові слова: професійна англійська, лідерська комунікація, управління, міжнародний, цифрові технології, мовні бар'єри, штучний інтелект.

The role of business English in effective leadership communication is examined. The key aspects of language skills influencing managerial activities are identified, including oral and written communication, intercultural communication, and adaptation to digital environments. The challenges faced by non-native English-speaking leaders are analyzed, and strategies for improving language proficiency are provided.

Keywords: business English, leadership communication, management, international, digital technologies, language barriers, artificial intelligence.

In today's interconnected global economy, proficiency in Business English has become a cornerstone for effective leadership communication. As the "lingua franca" of international business, English enables leaders to navigate cross-cultural interactions, articulate strategies clearly, and build robust professional relationships. Moreover, as remote work and virtual collaboration continue to rise, Business English proficiency has become even more crucial in ensuring clarity in digital communication channels such as emails, video conferences, and instant messaging [1].

Effective leadership hinges on clear and concise communication. Leaders proficient in Business English can convey their vision, strategies, and goals to a diverse workforce, ensuring alignment and fostering collaboration. This proficiency is particularly vital in multinational corporations, where English serves as a common ground among professionals from varied linguistic backgrounds. Mastery of Business English enhances a leader's ability to engage in negotiations, manage international teams, and participate in global conferences, thereby broadening their influence and effectiveness[2].

Additionally, effective leadership communication extends beyond verbal and written interactions. The ability to understand and interpret non-verbal cues, such as tone, body language, and cultural subtleties, plays a crucial role in fostering trust and credibility. Leaders who develop a strong command of English along with an awareness of these nuances can build stronger relationships with stakeholders across different regions [1].

To harness the full potential of Business English, leaders should focus on several key areas:

Speaking and Presentation Skills	Engaging in public speaking workshops or joining organizations like Toastmasters can help leaders refine their ability to articulate ideas confidently and persuasively.
Business Writing and Email Communication	Crafting clear and professional emails, reports, and presentations is essential. Leaders might consider enrolling in specialized Business English courses that emphasize writing skills tailored to business contexts.
Cultural Intelligence	Understanding cultural nuances and etiquette enhances cross-cultural communication. Leaders can benefit from cultural competence training to navigate diverse business environments effectively.

Source: compiled by the author based on [1], [2], [3]

Non-native English-speaking leaders may face challenges such as language barriers, cultural misunderstandings, and confidence issues when communicating in global settings. To overcome these obstacles, continuous learning and deliberate practice are crucial. Some key strategies include:

- Using language learning platforms (e.g., Duolingo, Babbel, or specialized business English courses).
- Engaging with native speakers through professional networks, mentorship programs, or language exchange initiatives.
- Watching business-related content (TED Talks, leadership podcasts, and business news reports) to familiarize themselves with business jargon and communication styles.
- Encouraging an inclusive workplace culture, where linguistic diversity is embraced, and employees are supported in their language development/

Additionally, AI-powered language tools like Grammarly, DeepL, and real-time translation apps can assist leaders in refining their business communication, making interactions more precise and impactful [3].

Mastering Business English is not merely about language acquisition; it's a strategic leadership imperative for those aiming to excel in today's global business environment. By investing in language proficiency, cultural intelligence, and digital communication adaptability, leaders can enhance their communication effectiveness, build stronger international relationships, and drive organizational success in a rapidly evolving marketplace. In essence, fluent and articulate communication in English empowers leaders to inspire their teams, negotiate confidently, and navigate the complexities of global business with ease [1].

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АКТИВІЗАЦІЇ ПРОЦЕСІВ ОСВІТНЬО-ЄВРОПЕЙСЬКОЇ ІНТЕГРАЦІЇ УКРАЇНИ ТА РОЗВИТОК КОМУНІКАТИВНИХ ЗДІБНОСТЕЙ ЗДОБУВАЧІВ ВИЩОЇ ОСВІТИ НЕМОВНИХ ВУЗІВ

У статті розглядається активізація освітньо-європейської інтеграції в умовах сьогодення на основі законів України про вивчення іноземної мови. Стаття досліджує питання розвитку комунікативних здібностей здобувачів вищої освіти немовних ВНЗ, що сприяє їх професійній діяльності.

Ключові слова: освітньо-європейської інтеграція, розвиток комунікативних здібностей, немовні ВНЗ, професійна діяльність.

The article examines the activation of educational-European integration in the current conditions based on the Ukrainian laws about the study of foreign language. The article examines