

Тож, взірцеве навчання англійської мови, згідно з концепцією Міжнародної організації TESOL, ґрунтується на таких шести принципах:

1. Знайте своїх учнів.
2. Створюйте умови для вивчення мови.
3. Розробляйте якісні уроки.
4. Гнучко адаптуйте викладання.
5. Здійснюйте моніторинг та оцінку розвитку мовних компетенцій студентів.
6. Взаємодійте та співпрацюйте в рамках професійних об'єднань. [3].

Таким чином, системне та послідовне дотримання зазначених принципів взірцевого навчання англійської мови забезпечить ефективну адаптацію навчального процесу до особистісних характеристик та досвіду учнів, дозволить продемонструвати учням високі очікування вчителя щодо їхньої успішності, що сприятиме підсиленню їхньої мотивації та підвищить продуктивність навчання. Важливим елементом Принципів є пропаганда безперервного професійного розвитку вчителів, постійної співпраці в рамках професійних об'єднань, систематичного обміну найкращими практиками та взаємної підтримки у вирішенні поточних проблем.

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### **SITUATIONS OF BUSINESS COMMUNICATION IN FOREIGN LANGUAGE CLASSES**

*Situations of business communication in foreign language classes are considered in the article. There are five situations of business communication depending on the functions and features of the use of language.*

**Key words:** *business communications, discussion, presentation, business correspondence.*

*У статті розглянуто ситуації ділового спілкування на заняттях іноземної мови. У залежності від функцій та особливостей використання мови розглянуто 5 ситуацій спілкування.*

**Ключові слова:** *ділове спілкування, обговорення, презентація, ділова кореспонденція.*

Depending on the functions and features of the use of language there are five situations of business communication:

1. Meetings and discussions. This includes formal and informal meetings and discussions on various business topics. Depending on the specifics of the language used by communicants, this area is divided, in turn, on the control of meetings, direct participation in the meeting and the establishment of mutual understanding between partners in communication. Control over the meetings, presentation of the theme of the meeting, summing up and the like. Direct participation in the meeting gives the participants an opportunity to participate in the discussion of various business issues, express their views, support it with arguments and add new facts, agree or disagree, make proposals and draw conclusions. Establishing mutual understanding between partners in communication is the main factor at international meetings, where mainly English business communication is used.

2. Presentation of information. When presenting information, the topic to be reported and the manner in which it is reported are important. Therefore, the authors include information by telephone, presentations, talks and reports, brief information during the gathering by one or more representatives of the firms, as well as the transmission of information by telex and Fax. The presentation of information may be related to the structure of the company and the description of goods, the delivery time of goods, the difference and similarity between goods of competitors etc.

3. Business communication by phone is defined as a separate situation of business communication. The language used on the phone should be official; a lot of words and phrases are used only when communicating on the phone. Communication, communicating by phone, should clearly and accurately express thoughts and explain incomprehensible information, well-oriented in the topic that is discussed, because they do not have the opportunity to refer to visible stimuli (graphs, charts, maps, instructions), which is sometimes used in the presentation of business information.

4. Business correspondence that is carried out by correspondence, telex and Fax.

5. Direct business communication is a situation in which partners communicate in an informal setting, discussing business issues. It is used not only in business, but also conversational speech.

Classification by N. Briger is not fundamentally different from the above; the author only highlights the presentation and negotiations in some situations of business communication. We believe that the presentation and the negotiations can be united by a common goal, a way of conducting, a result that is expected, and a language that is used by the communicant. The main goal is to convince the partner, to solve a problem of common interest. Therefore, before the negotiations and presentation it is necessary first of all to determine the purpose and content of the conversation. There are two ways of conducting business negotiations and presentations: oral and written. In oral communication, an economics specialist should listen and understand his partner.

On the one hand, the participants act as a transmitter of information. They encode their message into verbal and nonverbal signs. On the other hand, they are receivers that must decrypt this message. Depending on the level of business experience, communicants have different possibilities of expression and perception of these situations of communication, mainly verbs are used, they help to form and present a specific picture. The communicants use short sentences, which are more understandable. Pauses in speech

perform psychological functions, they send attention, emphasize what has been expressed.

It should be noted that business language is considered as a language for special purposes, it has important elements relevant for different situations of business communication. The incoming information should be clear, should save time (both the one who speaks and the one who listens), and therefore should be concise.

Preference is given to clarity and logic; thoughts should be decorated with words that show the logic of the process (as a result, for this reason, in order to and others).

Especially in cases where communication takes place face to face, Telefax or phone, certain concepts can be expressed in words-clusters to avoid verbosity (cash with order, just in time delivery). The terminology used in the business language has a slightly different nature: it is not as precise as scientific terminology. Business language in General is more connected with everyday household topics, and therefore more often undergoes changes under the influence of social factors. In the traditional genres of business communication (public speaking, interviews, consultations, etc.) Communication strategies for business communication were implemented in our country following recent changes in our international relations, which require the ability of self-presentation, presentation, holding a press conference and a conference at the international level.

Therefore, it can be concluded that the stages of training business communication terminology are related to the stages of analyzing professional texts

In addition to modeling speech situations, during the playback of which students activate the use of terminological vocabulary in speech, students also corrected in the preparation and writing of business documents in order to consolidate the terminology in written speech. In particular, students prepare reports that they submit during the student scientific conference. The preparation of the report is a form of implementation of the group project. One report can be prepared by a mini-group of four to five students. Work on the preparation of the report begins with the definition of the topic or subject of the study. As a rule, students are offered topics of reports that are closely related to their chosen specialization or are of practical interest to them. It is necessary to remind students that the planning of the project involves such stages as the consideration of the goal, the analysis of the audience, the selection of methods of collection and processing of information, facts, statistics. The information collected should be systematized, interpreted and presented in an objective and impartial manner in the report. In addition to the report, a prepared terminology dictionary is submitted. That is why in the process of performing the written task will be an active study of terminological vocabulary.

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## **UKRAINIAN EXPORT MARKET OF CORN IN 2018/19 MY**

*У статті наведено важливість кукурудзи, як стратегічної культури; динаміку росту посівних площ; динаміку росту цін на експортну продукцію; передбачення ситуації на 2019-ий рік.*

*The article highlights the importance of maize as a strategic culture; the dynamics of growing sown areas; the dynamics of prices growth for export products; prediction of the situation for 2019 year*

**Key words:** corn, prices, production, export, record.

Corn is the third important feed grain in Ukraine. Planted area has increased despite several impediments: obsolete and inadequate harvesting equipment, high cost of production (specifically post-harvest drying expenses), and pilferage. The main production region is eastern and southern Ukraine, although precipitation amounts in some oblasts in the extreme south are too low to support corn production. Corn is typically planted in late April or early May. Harvest begins in late September and is usually nearing completion by early November. Only 25 to 50 percent of total corn area is harvested for grain; the rest is cut for silage, usually in August. (The USDA corn estimates refer to corn for grain only.) Corn is used chiefly for poultry and swine feed, and production and consumption have risen since 2000 concurrent with a rebound in poultry inventories. Russia and Belarus are the chief destinations for Ukrainian corn exports.

In 2017/18 MY, the market of corn demonstrated a lot of surprises. The trend developed, due to the high volatility of prices, which for a long time was not traditional for the settled behaviour of the corn market. Almost missing demand and small-scale shipments from the seaports of Ukraine in the beginning of the season contributed to formation of low export prices. At the same time, in the mid-season the prices for feed corn started increasing and reached the level of 2-grade milling wheat, and even exceeded it in some periods.

So, how the market will develop in 2018/19 MY? The current article focuses on the first month of the new season.

Agrarians noticed the reporting price aspect, and in the current season the market continued developing the upward dynamics of the planted areas under corn (up 1.3% compared with 2017/18 MY). In addition, in the periods of corn ripening and harvesting, Ukraine faced very favourable weather conditions. According to preliminary estimations, the average yield increased by almost 31.7% — to 7.25 t/ha. To date, APK-Inform analysts estimated the production volumes of corn in 2018/19 MY at the level of 32.7 mln tonnes, up 33% compared with last year, which is the new absolute record.