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BUSINESS ENGLISH IN THE MODERN SOCIO-ECONOMIC SPACE

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Annotation: *A key factor in developing foreign economic relations for specialists in various professions is the ability to use a foreign language. In the modern world, learning business English is of unparalleled importance, as it helps professionals in our country establish key business relationships with their international colleagues. Students with a high level of business English are well-positioned to build successful careers abroad or effectively collaborate with foreign companies. Regular business contacts with foreign partners require the ability to write stylistically, grammatically, and lexically correct business letters, to understand the content of documents and export-import contracts in English, as well as to possess business negotiation skills and the ability to act as a translator, providing two-way interpretation of conversations between contracting parties. In a time of globalization and the rapid development of commercial relations with representatives of trading companies and business circles in foreign countries, the need to study business English as the language of international business communication with a focus on its practical use is increasing.*

Key words: Business English, communication, business correspondence, globalization, commercial relations, quality.

Ключевые слова: деловой английский, коммуникация, деловая переписка, глобализация, коммерческие отношения, качество.

Açar sözlər: İşgüzar ingilis dili, ünsiyyət, işgüzar yazışma, qloballaşma, kommertiya əlaqələri, keyfiyyət.

The spread of English has reached global proportions today. It is the official language of 1.4 billion people. One in five people on the planet speaks it, and one in five is learning it. Nearly 90% of all information on the internet is transmitted in English. English will continue to spread in the foreseeable future. Three factors contribute to this: the use of English in science, technology, and commerce; the ability of English to adopt vocabulary from other languages; and the continuity of various English dialects.

The world is constantly changing, and any language, including English, is constantly evolving. Today, English isn't the preferred language of a few countries. It belongs to those who speak it, regardless of the purpose or necessity of its use. Consequently, modern English is heterogeneous. Within the British English variety, three linguistic varieties are distinguished: Conservative English (the language of the royal family and parliament), Accepted Standard English (the language of the media, also known as BBC English), and Advanced English (the language of the young). The English that foreigners study in schools around the world is the language of textbooks. It belongs to the basic standard of English. It lacks color, which distinguishes the language of native speakers from foreigners. In the modern world, English is, above all, a means of communication—not always with a native speaker, but between people of different nationalities. English in economics and business is a new, convenient, and not stillborn, Esperanto.

According to Robert Jensky, Director of the Russian office of the British school Language Link, a standardized, universal English is currently developing and consolidating. It is flexible and incorporates the characteristics of various languages. This English is the "language of international communication" [1]. This language includes the so-called "international language of business" (Business English). English as a business language is not "American English." Although business is an American invention, the language of business is not "American English." It is a professional language. Like the language of any profession, it has a specific, rather limited set of terms and clichés necessary for use by representatives of that profession. The language of business is mastered along with the profession (in the vast majority of business schools worldwide, instruction is conducted in English). The basic content of these courses is the same in all English-speaking countries. The concept of "professional English training" suggests using language as a means of acquiring specific knowledge for a future profession.

The modern information age has reduced the time and distance required to transmit messages. It is shifting the global economy from industrial production to the production of services and goods, driven primarily by information systems. The information revolution is redefining our world, taking into account neither borders nor geography. Information, once limited to the printed word, has paved the way for computers and the Internet in the last two decades. Computer-mediated communication blurs the boundaries between spoken and written English. Computer communication encourages the use of a less formal, colloquial language and tolerates diverse, yet highly individual, styles. This is reflected in the language of the World Wide Web, which has replaced academic language. In his article, "English as a Global Language," David Crystal writes that the world has never before had a language that was so widely used as a means of communication [2].

Therefore, in today's business world, knowledge of English is essential. The specifics of business English affect many types of activities across various economic sectors. The critical importance of mastering these skills is underscored by numerous programs aimed at training employees of international companies, as well as the growing demand among managers, directors, and secretaries for specialized English courses tailored to their company's professional field.

Business English encompasses several aspects. This concept encompasses skills in business communication, business correspondence, and specialized English [3]. However, to begin learning Business English, one must first reach the Intermediate level. Business communication skills are essential for speaking on the telephone in English, giving presentations, and delivering speeches using characteristic phrases and intonations. This knowledge is essential for company employees, from secretaries to top managers and directors. Effective telephone conversations and the ability to effectively present ideas are essential for working with company partners. Simple, easily learned phrases allow one to act more friendly, polite, and confident.

Business correspondence skills in English are essential for business correspondence, its forms, and rules. By studying the text blocks, speech patterns, and standard wording of a well-written business letter, you will be able to create letters that are as informative and easy to understand as possible.

Learning professional English vocabulary is most often required by lawyers, financiers, economists, medical professionals, and specialists in other fields.

For example, for currency market participants, knowledge of English is a prerequisite for successful trading. Not just everyday English, but also the terminology used on the trading platform, in financial news, and when entering into contracts to open accounts with brokers.

Doing business internationally means expanding into new markets, which means translating and localizing documents, as well as a large amount of advertising, marketing, and other information. Furthermore, all documents must comply with the requirements and laws of various countries. In our high-tech age, business borders are erased. However, upon closer examination, one can encounter pitfalls related to the laws of many countries. When conducting international business, many companies face difficulties with document management. All documents must be translated into foreign languages and brought into compliance with international standards and the laws of the countries where commercial and entrepreneurial activities will take place. In other words, all documents must be legalized. For a document to be legally valid in another country, it must be apostilled or fully legalized through consular certification. An apostille is a simplified form of document legalization, and its application also requires knowledge of business English.

Knowledge of banking English is equally important for Russian professionals. The modern banking sector in Russia is growing at a tremendous rate, outpacing the overall economic growth rate, necessitating an influx of new talent. The vast number of foreign banks in the industry, the presence of foreign partners, and the use of foreign terminology all contribute to the success and advancement of employees, namely, knowledge of banking English.

Business English in modern Russia is becoming an integral part of a good professional's professional knowledge. This is evidenced by the MBA (Master of Business Administration) programs. Along with disciplines such as quantitative methods in economics and management, management, commerce, strategic management, legal regulation of business activity, marketing, and others, business English is equally important in the program, serving as the connecting link between all disciplines and serving as the language of business.

Globalization is rapidly gaining momentum in the modern world. A clear trend has emerged toward organizing more and more countries into a single technological and information network. Different national economies specialize in the production of various goods, have specific markets, and unique consumers. Consequently, economic agents are dynamic and, to improve efficiency, do not limit their activities to the geographic boundaries of a single country. In this context, the importance of a unified business communication tool—Business English—is difficult to overestimate.

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MÜASİR SOSIAL-İQTİSADİ MƏKANDA BİZNES İNGİLİS DİLİ

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Xülasə

Müxtəlif peşələr üzrə mütəxəssislər üçün xarici iqtisadi əlaqələrin inkişafının əsas amili xarici dildən istifadə bacarığıdır. Müasir dünyada işgüzar ingilis dilini öyrənmək misilsiz əhəmiyyət kəsb edir, çünki o, ölkəmizdəki mütəxəssislərə beynəlxalq həmkarları ilə əsas işgüzar əlaqələr yaratmağa kömək edir. Yüksək səviyyədə işgüzar İngilis dili olan tələbələr xaricdə uğurlu karyera qurmaq və ya xarici şirkətlərlə səmərəli əməkdaşlıq etmək üçün yaxşı

mövqeyə malikdirlər. Xarici tərəfdaşlarla müntəzəm işgüzar əlaqələr işgüzar məktubların stilistik, qrammatik və leksik cəhətdən düzgün yazılması, sənədlərin və ixrac-idxal müqavilələrinin məzmununu ingilis dilində başa düşmək bacarığı, habelə işgüzar danışıqlar aparmaq bacarığına malik olmaq və müqavilə bağlayan tərəflər arasında danışıqların ikitərəfli şərhini təmin edən tərcüməçi kimi fəaliyyət göstərmək bacarığını tələb edir. Qloballaşma və xarici ölkələrin ticarət şirkətləri və işgüzar dairələrinin nümayəndələri ilə kommersiya əlaqələrinin sürətlə inkişaf etdiyi bir dövrdə beynəlxalq işgüzar ünsiyyət dili kimi işgüzar ingilis dilinin praktik istifadəsinə diqqət yetirməklə öyrənilməsinə ehtiyac artır.

ДЕЛОВОЙ АНГЛИЙСКИЙ ЯЗЫК В СОВРЕМЕННОМ СОЦИАЛЬНО-ЭКОНОМИЧЕСКОМ ПРОСТРАНСТВЕ

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Резюме

Ключевым фактором развития внешнеэкономических связей для специалистов различных профессий является владение иностранным языком. В современном мире изучение делового английского языка имеет непревзойденное значение, поскольку помогает специалистам в нашей стране устанавливать ключевые деловые связи с зарубежными коллегами. Студенты с высоким уровнем владения деловым английским языком имеют все шансы построить успешную карьеру за рубежом или эффективно сотрудничать с иностранными компаниями. Регулярные деловые контакты с зарубежными партнерами требуют умения писать стилистически, грамматически и лексически грамотные деловые письма, понимать содержание документов и экспортно-импортных контрактов на английском языке, а также обладать навыками деловых переговоров и быть переводчиком, обеспечивая двусторонний перевод переговоров между контрагентами. В условиях глобализации и стремительного развития коммерческих отношений с представителями торговых компаний и деловых кругов зарубежных стран возрастает потребность в изучении делового английского языка как языка международного делового общения с акцентом на его практическое применение.

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