

partnerships or joint ventures with local businesses can be invaluable. Local partners possess intimate knowledge of the social-cultural environment and can provide insights and guidance for smoother market entry and operations.

In an increasingly globalized business landscape, the social-cultural environment is a force that cannot be ignored. It shapes consumer behavior, influences business strategies, and impacts the bottom line. Companies that embrace cultural sensitivity, adaptability, and a willingness to learn and respect local cultures are more likely to thrive in the complex and diverse world of global business. By recognizing the significance of the social-cultural environment, businesses can build bridges to new markets and foster relationships that lead to sustainable success.

In conclusion, the social-cultural environment is a powerful force that businesses cannot afford to ignore in today's globalized landscape. By recognizing and embracing cultural sensitivity, adaptability, and a willingness to learn, businesses can navigate the complexities of different cultures and foster relationships that lead to sustainable success. Ultimately, businesses that prioritize cultural understanding are more likely to thrive in the diverse and interconnected world of global business.

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## **ACQUIRING MANAGERIAL AND LANGUAGE SKILLS IN THE PROCESS OF INTERDISCIPLINARY EDUCATION**

### **Формирование управленческих и языковых навыков в процессе междисциплинарного образования**

Traditionally, medical students are taught professional communication in English, taking into account their future specifics of communication. However, in case of the discipline *Management in Healthcare*, there is a need to develop interdisciplinary skills-communication skills of a chief doctor as a manager or that of a physician as a 'leader of a team of doctors and nurses'. For this purpose there is a need to make the future health care workers know the basics of management in medical institutions. It can be done at the classes on *Management in Healthcare* and the discipline of *Foreign Language in Professional Communication*. The functions of a chief doctor resemble those of a manager, who knows the peculiarities of the company's organization, able to lead the staff and communicate with various employees. Both a manager and a chief doctor should have leadership, analytical, and communication skills, and pay attention to details. In our opinion, the disciplines above mentioned can be integrated for more effective formation of hard and soft skills.

The textbook *Management in Healthcare. English in the Field of Professional Communication (Medicine, Dentistry, Pediatrics, Preventive Medicine)* presents a business game for students of various faculties at the classes of the foreign language [1].

Students perform the roles of a chief doctor, his deputy, the head of one of the hospital's departments who asks the permission to leave his working place, a medical representative of a pharmaceutical company, a journalist from a medical journal, a foreign colleague interested in the peculiarities of a Russian hospital, a medical student who has practice at this hospital, the dean of a Medical Faculty, and a patient dissatisfied with the treatment and his doctor's bad bedside manners.

The chief doctor is in a hurry to attend a meeting at the Department of Health, but he is approached with various requests by the aforementioned visitors. The students have limited time. The student playing the role of the chief doctor, does not know in advance what requests the visitors will make him. Observing the ethics of business communication and using polite speech patterns is crucial for visitors and the chief doctor in order to maintain professionalism. The main task of this game is to improve the students' communication skills and control their mastering. The students acquire the skills not only in professional communication, but also in managerial decisions making. The students get to know the idea of delegation of power, learn how to use professional vocabulary, and get the ability to use it in the future professional activities.

### **References**

1. *Razdorskaya O.V. Management in Healthcare. English in the Field of Professional Communication (Medicine, Dentistry, Pediatrics, Preventive Medicine)* / O. V. Razdorskaya. – Kursk: KSMU, 2023. - 104 p.

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### **VISUALIZATION AND IMPACT ON THE PERCEPTION OF ADVERTISING**

#### **Визуализация и ее влияние на восприятие рекламы**

In the modern world, a person is immersed in information. On every pillar, on every package and fleeting second of the video, we unwittingly collect bits of information about something. In my opinion, any information carries a little advertising, because one way or another we find out what we didn't know before.