

structure and vocabulary of languages. This interplay between language and mentality requires deeper analysis to uncover how specific linguistic features may be linked to particular patterns of thinking and worldviews among speakers of different languages.

Technological progress: the development of the internet and social networks creates new forms of communication, such as emoticons, abbreviations and memes that become part of everyday communication.

Thus, studying the mutual influence of language and mentality becomes a relevant task that will not only enrich our knowledge of the Russian and Georgian languages but also open new horizons for intercultural dialogue and understanding. In this context, the presented report aims to analyze and compare the Russian and Georgian languages to reveal their interconnections and more clearly illustrate the role of language in shaping mentality.

The objectives of the report are:

1. To analyze the relationship between language and mentality through the example of Russian and Georgian languages.

2. To identify the features of the worldview of speakers of both languages through the lens of their vocabulary and grammar.

Research results:

1. Identification of key linguistic features that influence the psychology of speakers of both languages.

2. Creation of a model of the relationship between language and mentality based on the conducted analysis.

3. Development of new approaches to language teaching that take into account cultural and mental aspects, which will contribute to a deeper understanding of the culture and traditions of both Russian and Georgian peoples.

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BUSINESS LINGUISTICS: HOW LANGUAGE IMPACTS BUSINESS RELATIONSHIPS

Лингвистика бизнеса: как язык влияет на деловые отношения

Objective: To analyze the impact of language as a strategic tool on business relationships, including the establishment of trust in different cultural contexts, the shaping of corporate image, and the improvement of communication effectiveness. Language in business communication is not only a means of transmitting information, but also a strategic tool for building trust, enhancing the company's image and improving

communication efficiency. In today's globalized business environment, language has become a key factor in successful cooperation between partners, colleagues and customers. Vocabulary choice, intonation and communication style directly affect the company's image and negotiation results. Business communication lies not only in conveying facts, but also in creating unique impressions. Using language that is grammatically correct, accurate, and respectful of others helps build trust between the two parties. Even in the same culture, many linguistic nuances can affect the emotional perception of the interlocutor. English is the main language of international business and trade. Companies around the world use English to communicate with partners, customers, and employees. Mastering English can open up broad opportunities in the global job market and business environment. Most scientific research and technological advances are published in English. This makes English an indispensable tool for scientists and engineers who want to keep abreast of the latest developments and participate in international projects [1].

English has become a common tool for business communication, but even with excellent language skills, there is a risk of cultural misunderstandings. Each culture has its own unique system of speech norms, which are regarded as polite behavior in one society and may be regarded as offensive or weak in another society. For example, the forthrightness common in Western countries may cause discomfort in Eastern cultures that focus on politeness and decency. Therefore, the success of international negotiations often depends not only on language skills, but also on the understanding of cultural differences in communication. Nonverbal elements, such as intonation, gestures, facial expressions, and even speech speed, are particularly important. These factors can either enhance or weaken the meaning of what is said.

In recent decades, we have seen the rapid growth of the application of communications and network technologies in daily life. This has had a significant impact on business language. The development of technologies such as the Internet, mobile communications, and social media has improved the accessibility and ease of use of communication and network technologies [2].

E-mail communication, instant messaging, and video conferencing have changed the form of communication, making it faster, but also less formal. This requires special attention to wording and intonation in written communication. Concise information should not lead to boredom and lack of personality; even in electronic form, it is important to maintain courtesy and professionalism. Therefore, business linguistics is not only the science of language in the business environment, but also an important aspect of shaping the company's corporate culture and image, that is, the ability to use language effectively and appropriately.

Conclusion: In the business field, language is a strategic resource. Successful communication depends on adjusting the communication style according to the situation and culture, balancing formality and brevity, paying attention to nonverbal clues, and proficient use of digital tools. Cultivating these skills can strengthen business relationships and enhance the company's image.

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A YOUNG PERSON'S PERSPECTIVE ON THE CURRENT CHALLENGES OF LEARNING FOREIGN LANGUAGES IN THE PROFESSIONAL SPHERE

Взгляд молодого человека на современные проблемы изучения иностранных языков в профессиональной сфере

Introduction. The modern world is characterized by globalization, requiring professionals to communicate effectively in foreign languages in professional settings. This problem is especially acute for young people – students and young professionals – the knowledge of a foreign language is essential for a successful career. This article examines the main challenges young people face when learning foreign languages for professional purposes, as well as the causes and possible solutions.

Aim. The aim of this study is to identify and analyze the key challenges faced by young people when mastering foreign languages in the professional sphere, as well as to determine the causes of these problems and possible ways to overcome them.

Results and Discussion. Motivation is a key factor in successful language acquisition, yet many students fail to see a direct connection between language learning and their future profession. This leads to a decrease in interest and passivity in learning, significantly slowing the acquisition of vocabulary and grammar necessary for professional communication.

Many young students experience difficulties in professional speech due to a lack of mastery of specialized vocabulary and grammatical structures. This is due, among other things, to inadequate school preparation and the lack of specialized courses focused specifically on professional areas.

A common psychological problem is the language barrier, accompanied by a fear of making mistakes or being misunderstood. This barrier often hinders students' ability to express themselves freely, reducing their communicative competence and motivation for further study.