

THE ROLE OF BUSINESS ENGLISH IN THE FIELD OF BUSINESS

Роль делового английского языка в сфере бизнеса

Business English is beginning to acquire great importance for communication between partners and colleagues due to the rapid progress in the study of science, technology, and political relations at the international level. For any activity abroad you need to master the business English language, since it is the first major language in international relations.

The need for the formation of foreign language communicative competence among modern specialists becomes obvious.

Business English is becoming a necessary means of establishing relationships between businessmen and employees of international companies. The ability to negotiate competently, conclude contracts using a foreign language determines the image and professional level of business partners.

Knowledge of business English is needed everywhere. Consistently employers are interested in the level of foreign language proficiency when applying for a prestigious job with a high income. This is generally a key factor when considering your candidacy. You will probably have to communicate with the employer in English or write a resume. Then knowledge of English at a basic level will not be enough.

The main reason to learn Business English is to have your own endeavor. Business English does not exist by itself, but functions as an integral part of a business strategy. A convincing argument in favor of this idea is the fact that recently the language formulations of certain business problems are considered as an integral part of the overall strategy of the negotiation process and the overall business plan.

Business English has its own peculiarities. The vocabulary used for business correspondence and business communication is limited and differs from the vocabulary used in everyday communication, which is often emotionally colored by personal opinions, attitudes, and prejudices. In business English, phrasal verbs, figurative comparisons and idiomatic expressions characteristic of literary English are practically absent. In business correspondence, gerund, passive voice and modal verbs are more often used.

Commercial and legal vocabulary is usually used to conclude contracts. That is why vocabulary and the ability to use standard phrases and expressions play an important role in business communication. And at the same time, it does not matter in which particular industry or business area the dialogue is conducted. You need to understand the vocabulary of the language, be able to correctly build speech and avoid inaccuracies.

Taking into account the intensive development of political ties, Belarus is relatively provincial. In 2022, Belarus ranked 40th out of 100 in the world's largest English proficiency rating EF English Proficiency Index (EPI). A year earlier, our country was 7 points lower, and in 2018 it was 38th.

This year Belarus showed an average level of English proficiency, scoring 513 points. Among the countries of Europe, it took the 27th place out of 34. Minsk scored 515 points in the list of cities and was placed between Brasilia in Brazil and Guadalajara in Mexico.

Time does not stand still and the day will soon come when asking a person about his knowledge of business English will be as immodest as asking if he knows how to use a computer.

A.A. Zharkova, S.A. Lonkin, D.A. Lonkin
А.А. Жаркова, С.А. Лонкин, Д.А. Лонкин
РГЭУ (РИНХ) (Ростов-на-Дону)
Научный руководитель О.В. Глухова

FEMINITIVES ARE A REFLECTION OF THE MODERN LANGUAGE

Феминитивы — отражение современного языка

Relatively recently, such a concept as "feminitiv" has appeared. These concepts are controversial. They lead to numerous heated debates among linguists, supporters and supporters of feminism, ordinary native speakers. Some people are satisfied with the use of these words. However, there are people who extremely dissatisfied with the "tampering" of the usual language. The purpose of the study is to show the main point of views about its using.

Feminitives are not neologisms invented by supporters of feminism. They existed in the language long before any fights for equality. These are widely used and professional feminitives such as concierge, nurse, waitress, housekeeper, cloakroom attendant, librarian, saleswoman, cleaner, secretary, etc. All these words have the meanings of non-prestigious professions. The appearance of new feminitives in English language is related because of increase of feminist sentiments in society, which have led to changes in gender linguistics, which we can already observe in everyday speech. They are made by adding an appropriate suffix to a masculine noun or replacing a masculine suffix with a feminine suffix:

- a) -ess (actor — actress, poet — poetess);
- b) -stress (song — songstress, seam — seamstress);
- c) -ine/ina (hero — heroine, ballet-master — ballerina);
- d) -trix (progenitor — progenitrix, administrator — administratrix);
- e) -ette (astronaut — astronette, cosmonaut — cosmonette).