

## **BUSINESS ENGLISH FOR STUDENTS OF ECONOMIC PROFILE**

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The current state of international relations in Ukraine in various spheres of life, its output in the European and world space, new political, socio-economic and cultural realities require certain transformations in education. Our task is identifying key areas, goals, methods, techniques training to perform a complex task. We must prepare the younger generation for life in a multiethnic and multicultural space to develop the ability to communicate and cooperate with people of different nationalities.

Modern technologies of learning English language and communication in university classrooms are based on relevant developments in the field of linguistics, pedagogy, psychology, psycholinguistics, computer equipment. Personality orientation system education, the priority of human and national values, providing quality education based on the latest science, culture and social practices are particularly important.

The expansion of economic relations with foreign partners, Ukraine makes urgent need not just for highly qualified specialists in economy, but also professionals who have a combined knowledge of economic and foreign languages. The purpose of study foreign language future economists is to develop the necessary communication, development of communication skills of a foreign language and improve the overall culture of the students. [1,p. 4]

The main type of educational activity that promotes communication foreign language is a continuous business game. This constant modeling and playing certain situations increase the activity of students during training. You can not achieve great success in learning a foreign language without business self-study, during which students individually or through teacher master training programs. It promotes creative thinking , improve skills of reading and writing.

The book *Market Leader* (David Cotton, David Falvey , Simon Kent, Longman) teaches professional communication and language skills that should be used in a wide range of business negotiations, presentations and other areas. Textbooks motivated because authentic materials from the most respected sources of business world, including the *Financial Times* are used. The study provides concrete situations students use language and use their business skills by solving real business problems. Students can read and listen to authentic materials – materials with outstanding areas of business and newspaper articles, which improves communication skills of students. Experience with training of future translators proved effectiveness of modern

communication techniques to create cooperation motivational environment , the formation of linguistic competence and quality professional training.

Studying the theme “Business communication”, students learn different types of communication, its methods and aims to implement the communicative act. It is necessary to introduce students the contents, structure of a call and skills to lead groups business telephone conversation, leave messages to business partners, send faxes and e-mails. Some business meetings are held because they use electronic communication that is the Internet.

In the section “Making Appointments and Applying for a Job. Job Interviews” most attention is paid to the culture of communication. Modern communication technique offers a broad introduction in active learning process non-standard methods and forms of work for the best conscious learning. In practice such as forms as individual work, work in pairs, group and team work were revealed. It can be proposed such teaching methods as brain storm (brainstorming), warming-up activity (comprehensive work to raise interest and create motivational environment for students) and think-pair-share (exchange of views), pair-interviews and other.

The future economist should be familiar with the rules of designing and writing business letters with a wide variety of styles using standard clichés of stereotypical expressions. [2, p. 30].

Thus, the selection of a theme and set of exercises and tasks provide conditions for individualized and differentiated study. Identifying problems and errors contribute in formation of professional abilities and skills of oral and written business communication. Teaching process of university education, including course Business English should include a system of effective forms of modern methods of interesting tools of teachers and students to create intercultural communicative competence.

*1. Bykonya O. Business English / O. Bykonya. - Vinnytsya: New Book, 2010. -312p.2. Verhovtsova O. Making a New Start / O.M.Verhovtsova. – Vinnytsya; Foliant, 2002. -256 p. 3. Love Ch. Commercial Correspondence / Charles Love. - Boston: McGraw Hill Inc.,1980. - 197 p.*