

THE ROLE AND THE CURRENT TRENDS OF BUSINESS ENGLISH AND TEACHING FOREIGN LANGUAGES IN THE CONTEXT OF ECONOMIC GLOBALIZATION IN THE ERA OF DIGITALIZATION

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*“Language is the road map of culture.
He tells where he came from and where his people are going.
Who hasn't dreamed of mastering a foreign language perfectly?”*
Rita Mae Brown, American writer, public speaker, screenwriter

Introduction. The article examines the effectiveness of using modern pedagogical technologies to increase motivation for learning foreign languages. The role of the language teacher as a coordinator directing students to independent activities is revealed. Many writers, columnists concludes that today a foreign language teacher has a lot of opportunities to make the learning process more varied, interesting and effective. To properly organize his educational process, a teacher needs to constantly develop himself, keep abreast of all innovations, analyze the reliability of information, and discuss with students possible ways of independent work.

Methodology. The article explains the best methods of language learning. Communicative language teaching (CLT), Task-based language teaching (TBLT), Content and language integrated learning (CLIL), Cooperative Language Learning (CLL), The Direct Method, Grammar-Translation, Audiolingualism, Total Physical Response and online learning. Continuous changes in the content of education in our country and other countries of the world are caused by global trends and the influence of powerful factors: intensive integration social processes, growth of professional and academic exchanges, international cooperation in the field of education, access to information resources of the World Wide Web and quality education in the country and abroad.

The role of foreign language in the context of economic progress. Knowing a foreign language is an important factor in solving the problems of the development of foreign economic relations by various specialists. Nowadays, English has become an integral part of our life. At the international level, in the conditions of rapid progress in the study of science, the latest technologies, economic and political relations, the knowledge of a foreign language becomes more important for communication between partners. Business English is becoming a vital tool for businessmen, professionals and to establish relations between employees of international companies. It is the ability to competently negotiate

and sign contracts in a foreign language that determines the image and professional level of business partners. Business English is an important component in large business. It allows you to easily conduct various presentations, negotiations and conduct business correspondence, which makes it possible to conclude important contracts and contributes to the growth of profits and the development of the company.

Literature review. The role of foreign languages, particularly, business English is significant in the changing and digitalizing world. Many experts pay attention teaching techniques [Galskova, 2019, 335], while others discuss the communicative foreign language education program-concept [Pasov, 2000, 170]. Serostanova N. pays attention on modern technologies of teaching foreign languages in the era of digitalization of education [Serostanova, 2020, 259], Gazilov M., Loginova N., look at the cultural aspects of tourism and language peculiarities [Gazilov, et al., 2021, 3-9], Loginova, N., Gruzdeva M. and Kostovarova V. examine the development of the creativity of students in a non-linguistic university in foreign language classes [Loginova, et al., 2020]. It is also worthy to look at Makarova's approach on the application of song content in the second foreign language classes [Makarova, 2021, 57] and Mushnikova's views on social networks as an interactive source of learning foreign languages [Mushnikova, 2017, 112]. Finally, we value Volkova's approach (2016) on creating a positive learning environment in foreign language lessons.

Scientific novelty. As the Chinese proverb says: "A thousand teachers, a thousand methods." Generalizing the innovation of foreign language learning presented in the article, the methods and technologies that are considered can be called scientific innovation and distinguished bilingual education (Bilingual advantage) in addition to the mother tongue in STEM subjects that allow to predict the key strategy adopted in the field of education.

Analysis. Today, when someone applies for a prestigious job with a high income, employers are interested in the level of knowledge of a foreign language, which is often an important factor when considering the candidacy. In that case, knowledge of the language at a basic level, which is quite sufficient for an ordinary tourist, will not be enough to have a business partner. Business English is not just about interviews and writing resumes. In the field of business, it is constantly necessary to make presentations, conduct negotiations, answer calls and carry out business correspondence, conclude deals, etc.

Based on the fact that the economy is constantly improving and globalizing, there is a need to develop business English, as new professional terms for narrowly oriented professions appear. Therefore, people who want to work successfully in any field of business - aviation, engineering - must regularly improve their language skills. During the period of globalization and the rapid development of commercial relations with representatives of foreign countries' commercial companies and business circles, the need to study bu-

Business English as a language of international business communication, focusing on its practical use, is increasing. The modern information age has reduced the time and distance to transmit a message. It is shifting the global economy from industrial production to the production of services and goods determined primarily by information systems.

Knowledge of banking English is no less important for professionals. The modern banking sector is developing at a tremendous pace, exceeding the growth rate of the general economy, causing an influx of new personnel. A huge number of foreign banks in the sector, foreign partners, foreign terminology - all this is a condition for successful work and promotion of employees, that is, knowledge of banking English. For example, for participants of the foreign exchange market, knowledge of English is one of the prerequisites for successful trading. Let's pay attention not only to ordinary English, but to the terminology used on the trading platform, in financial news, as well as when signing contracts for opening accounts with brokers.

Business English is an integral part of a skilled expert's professional knowledge. This is evidenced by the MBA (Master of Business Administration) business education course programs. Along with subjects such as quantitative methods of economics and management, management, trade, strategic management, legal regulation of business activities, marketing, etc., business English is no less important in the program as a link between all subjects¹. In the modern theory and methodology of foreign language teaching and education, the emphasis is not so much on language learning as on language education and the development of the learner's personality through the subject of "foreign language". The need to learn a foreign language takes priority with the country's culture.

Foreign language teaching. Under these conditions, the foreign language has acquired the status of an effective tool for forming the intellectual potential of the society, as well as a resource for the development of the state. An example is the educational success of Singapore, whose education system is considered one of the best. An important advantage of the Singapore school is the adoption of bilingual education (Bilingual advantage) with English in addition to the mother tongue (Chinese, Malay or Tamil) and the focus on science, technology, engineering and mathematics (STEM - Science, technology, engineering, and mathematics), which allowed the country to be predicted by modern politicians and the key strategy adopted in the field of education [Pasov, 2000, 18]. In modern foreign language education, general trends can be distinguished, which also occur in regional practice. Update of early language learning, use of new teaching technologies, including information and communication, professional development of teachers. All these trends indicate a transition to a new quality of language education, i.e. qualitative. The result of any language education is the formed linguistic personality, and the result of edu-

¹ <https://cbe.aua.am/mba/>

cation in the field of foreign languages is the secondary linguistic personality as an indicator of a person's ability to fully participate in intercultural communication [Galskova, 2019, 81-138]. The formation of a new type of personality is associated with such qualities as independence, creativity, interaction with communication partners and the ability to build mutual understanding, self-development and improvement of human society.

Integrated language and content learning in languages other than English; effective transitions across educational stages (CLIL-Content and Language Integrated Learning has become an umbrella term to describe learning a content subject such as physics or geography through a foreign language), where academic subjects are taught in a foreign language, is becoming increasingly common throughout in the world: CLIL has two objectives, namely learning a subject in a foreign language and a foreign language through the subject being taught. In Finland, as in other European countries, CLIL is used in various educational contexts, from upper age group of kindergarten to higher education.¹

New pedagogical technologies. The integrated teaching of the subject language is implemented in two Surgut gymnasiums and the science lyceum as part of the implementation of Language Strategy in a form of English for Specific Purposes specialized courses. "Intex" International Testing Center offers a TKT CLIL - Content and Language Integrated Learning (TKT CLIL - Content and Language Integrated Learning) refresher course for subject teachers and foreign language teachers, which includes teaching methodology, the subject, necessary skills and strategies: presentation of information, coordination of the educational process and support during training. Thus, the integration of foreign language and school curriculum subjects is a new approach to the formation of language knowledge of students in general education institutions.

A characteristic trend of our time is the spread of early learning of a foreign language, which is caused by changes in the economic, political, and social conditions of humanity, in particular, the increase in population migration, especially in European countries. Today, we are witnessing a third wave of growing interest in this field, following the first and second waves of the 1960s and 1980s. As the studies of Russian and foreign scientists show, a foreign language studied from early childhood allows to reveal linguistic abilities: two images of the worldview are formed - the child learns to compare two languages, as a result of which thinking becomes multi-level, because: the child learns to be tolerant, and other abilities develop [Serostanova, 2020, 1-10]. The assimilation of new pedagogical technologies for teaching a foreign language is impossible without the use of information technologies and digital educational resources (IT and TK). These global trends in foreign language education also find their practical embodiment in the activity of educational institutions of the Khanty-Mansiysk Autonomous Region. Foreign lan-

¹ <https://cyberleninka.ru/article/sovremennye-tendents...>

guage teachers actively use ICT (Information and Communication Technologies) in academic and extracurricular activities¹. Currently, the methodological association in the city of Surgut is developing a network resource for teachers of foreign languages within the framework of the program "Remote support of foreign language education". Knowledge of a foreign language is an important criterion for the successful professional activity of future professionals, and their linguistic and professional training requires a new approach using modern teaching tools in the era of digitization of higher education.

Digital educational technologies. Digital educational technologies are used everywhere to activate the process of learning foreign languages, increase information content, interactivity and effectiveness of teaching. However, their integrated application requires an innovative approach to organize the educational process in accordance with the necessary pedagogical conditions. Until recently, the term "informatization of education" was widely used. Informatization of education is considered as a set of socio-pedagogical transformations aimed at equipping educational systems with information products and technologies. Contribution of information tools and pedagogical technologies based on the use of these tools in educational organizations [Galskova, 2019, 95].

Among the main advantages of ICT in the educational process are the updating of the entire educational system in accordance with the needs of society and the requirements of the latest generation federal state educational standards, rapid adaptation of students to social changes, faster process, transfer of knowledge and experience from one person to another; thus improving the quality and efficiency of the educational process as a whole [Pasov, 2000, 62]. Thus, digitalization in education (sometimes digitization) mainly focuses on maintaining such a modern trend in education as the continuity of learning (lifelong-learning - learning throughout life, "for life"), and also creates conditions for individualization, educational trajectory based on innovative technologies. Currently, there is no unified interpretation of this term.

Digitization is seen as a means of manipulating data using digital devices [Serosanova, 2020, 1-10], computerization of systems and various operations in order to improve them and ensure accessibility; widespread use of digital technologies, including the Internet, e-mail, video communications, etc. Thus, the key technologies of digitization can be considered the Internet and mobile communication, which provide an opportunity to organize an online dialogue between different parties in the educational process.

In language didactics, the term computer-assisted language instruction (CALI-Computer Assisted Language Instruction) and later computer-assisted language learning (CALL-Computer-Assisted Language Learning) ("computer learning of foreign languages", "computer linguistics") appeared in the process of teaching foreign languages as an active

¹ <https://www.prodlenka.org/metodicheskie-razrabotki/>

part of computers by investment. However, this concept does not fully include the entire arsenal of modern technologies. With the advent of interactive websites and mobile applications, such terms as Electronic Learning (e-learning), Mobile Learning (m-learning) began to be used in the field of education. Therefore, currently the term Technology-Assisted Foreign Language Learning (TAFL) is considered more acceptable, which more accurately reflects the use of a wide range of ICTs in the practice of foreign language education¹. Innovative ICTs provide access to foreign language information sources and different language options, as well as a variety of educational content, allow creating a virtual authentic language environment, enable both interpersonal interaction between students and communication with the teacher. Internet, create favorable conditions for self-education and increasing the level of knowledge of foreign languages.

Modern digital technologies greatly contribute to the activation of the process of learning a foreign language, thanks to various multimedia and interactive authentic resources that enhance the pace of students' work in the process of training various types of speech activities. As a result, cognitive activity and motivation increase, students' language and communication skills are formed. Of the interactive resources for teaching foreign languages, Learning Apps.org deserves special attention, which provides for the use of educational interactive modules in the educational process. Teachers are offered special templates to create exercises with their own language content (including audio and video files) and integrate them into the teaching scenario (language (Choose the right item, match the pictures with the words, Fill in the blanks, etc. - Choose the right item, Match the pictures with the words, Fill in the gaps, etc); conditional speech and speech (Make up a dialogue (or put the lines in the correct order),

Make up a dialogue (or Put the lines in the right order), Describe the picture/Compare two pictures, etc). This interactive application contains tasks of varying degrees of complexity for any level of foreign language proficiency. The My Lessons tab allows you to organize students' independent work in separate groups. However, despite the significant advantages of digital learning tools, they cannot completely replace the teacher, but only create conditions for creatively implementing some aspects of foreign language activities both in practical and extracurricular activities, as well as for personalizing the learning process. The most promising direction of foreign language teaching in the field of higher education is the "blended learning" technology. The concept of blended learning is the combination of traditional and online learning [Pasov, 2000, 32-33]; combination of various tools in the electronic (online) learning (e-learning) system; a teaching system that combines the most effective aspects of classroom learning and distance learning; integration of face-to-face learning and interactive educational technologies.

¹ <https://revolution.allbest.ru/languages/>

Blended learning. Blended learning includes a combination of regular foreign language learning and online learning, while communication between the teacher and students is a prerequisite. It should be noted that the role of the teacher changes, because he becomes the coordinator of the educational process, organizes and advises the students. This type of training allows you to optimize the learning process and effectively organize students' independent activities using modern digital technologies.

One of the areas of application of ICT (innovation computer technologies) in the practice of foreign language teaching is the teaching of computer educational programs, which are software tools with special subject content, which are aimed at pedagogical interaction with students. to solving specific problems. CSP includes software and methodological complexes, electronic training courses and electronic manuals, electronic dictionaries, educational program complexes, etc. This list is constantly being expanded and updated.

Computer programs of teaching languages. Computer programs can be widely used in the process of teaching vocabulary, applying articulatory and phonetic skills, teaching monologue and dialogic oral and written speech, studying and using basic grammatical phenomena. The analysis showed that the most popular programs are LinguaLeo, Duolingo, LingQ, FluentU, Rosetta Stone, etc.

Rosetta stone - The best way to learn a foreign language, combines proven teaching methods with the world's best speech technology.

LinguaLeo - English learning platform for Russian, Turkish and Brazilian Portuguese speakers. As of September 2020, 23 million users have registered.

Duolingo - Duolingo is a free program that allows users to learn a number of foreign languages. Works on multiple platforms. Android OS, IOS, as well as on PC. The program is free and allows you to pass licensed tests.

Available in Armenia. Founders: Luis von Ahn, Severin Hacker.

LingQ - An efficient way to learn languages:

FluentU - Language comprehension is the key to learning a foreign language. FluentU brings language learning to life with language immersion through real-world videos.

Semper - Semper takes care of memorization. Created by people who love learning but hate learning, Semper is the most effective way to learn words, phrases or facts.

Busuu - Try *Busuu*, the best and most effective mobile language learning app. Learn up to 13 languages: access free lesson content created by experts.

Lingvist is a smarter and faster way to learn new languages. Improve your vocabulary and learn the necessary words in just 10 minutes a day. Launch date in Armenia: 2014.

Available languages: English, Estonian, Russian

All of these involve learning foreign languages using the immersion method. At the initial stage, the level of knowledge of the language is determined, the course is developed taking into account this level. Furthermore, the advantages of many programs are language learning in a socio-cultural context based on authentic materials in audio and video format, as well as the opportunity to communicate online with native speakers from around the world.

Most computer programs now have mobile versions, which makes it possible to use the service from mobile devices. This approach to foreign language learning is called Mobile Assisted Language Learning (MALL) ("Learning foreign languages through mobile technologies"), it allows for personalization of learning by creating situations that have personal meaning for each student and self-regulation. due to the learning process, due to the ability to choose the intensity of language learning, provide immediate feedback, diagnose and correct errors.

Among the interactive mobile services, the following should be mentioned:

- universal (Duolingo, Lingualeo, Semper, Busuu, Lingvist, etc.);
- applications for formation and development of vocabulary skills (Easy ten, Upmind, Memrise, Quizlet, etc.);
- applications for improving grammar skills (English Phrasal Verbs, Filp and Learn, Color Verbs, etc.);
- applications that offer videos and tasks developed for them as a basis for learning a foreign language (FluentU, TED, YouTube, etc.);
- news applications (BBC News, CNN News, etc.);
- Applications for the development of foreign language communication skills (Urban Dictionary, Genius, Smigin Travel, etc.);
- portable dictionaries (ABBYY Lingvo Dictionaries, SlovoEd, Multitran, etc.);
- automatic translators (Word Lens, Google Translate, iTranslate, etc.).
- The characteristic features of mobile applications are their multimedia and hypertext, which allow to speed up and improve the process of learning a foreign language, develop stable language patterns, communication skills and English grammar rules. Mobile dictionaries, in addition to transcription and grammar entries, are equipped with voice action and voice entry recognition of word units.

Thus, mobile technologies (or mobile applications) make it possible to best organize both autonomous and independent learning, as well as group learning through training

courses developed in mobile formats; contribute to the increase of students' motivation by using the technical means they are familiar with.

Currently, distance learning technologies of foreign languages, such as Skype and Zoom, deserve special attention. They are video communication tools and are attractive due to their accessibility and ease of use. Teachers have the opportunity to organize individual and combined classes, chat clubs, as well as webinars and video conferences, involving participants from other countries or native speakers. These technologies allow students to learn to speak and listen online; You can also improve your writing skills using text chat.

An obvious advantage of using Skype and Zoom in language education is that students gain experience in language communication. In the course of communication, a person gets to know not only the verbal, grammatical, phonetic language features that are characteristic only of the mother tongue, but also the entire culture, way of thinking, and lifestyle of another country. Therefore, a unique opportunity arises to create a real foreign language online environment.

Recently, the Skyeng online English language school, which offers an interactive educational platform based on Skype technology, has become more and more popular. Tutored sessions are available around the clock and are complemented by mobile apps, browser extensions and educational newsletters. After the introductory lesson, in which the level of knowledge of the English language is determined, the methodologist gives individual training recommendations, and appropriate teachers are selected, taking into account the interests of the students, the goals and objectives of the course.

Conclusions. Careful planning and development of auxiliary language materials, a systematic lesson plan and task monitoring contribute to effective and fun English learning. It should be noted that despite all the advantages of digital technologies in teaching a foreign language, their use should be of an auxiliary nature. Therefore, for a more effective process of developing higher education students' foreign language communicative abilities, it is necessary to identify a number of pedagogical conditions for the use of ICT in the context of the general digitalization of education. Pedagogical conditions are, in fact, circumstances (methods, techniques, organizational forms of teaching, etc.) that have a significant impact on the results of the pedagogical process. In this case, we examine a set of interrelated conditions, the implementation of which will contribute to the effective process of learning a foreign language based on the use of ICT, including the following:

1. Increasing the digital literacy of teachers, which implies not only the knowledge of the appropriate level of modern digital educational resources, but also the willingness to work in a digital educational environment, to develop new electronic materials depending on educational goals;

2. organization of training based on the individual-activity approach, involving students in joint production activities, taking into account individual psychological characteristics and the level of knowledge of a foreign language;
3. innovative orientation of foreign language teaching, which implies the teacher's awareness of the methodological possibilities of using modern digital tools and the selection of the most optimal ones that correspond to the goals and tasks of teaching;
4. Using ICT as a learning tool both in the classroom and for organizing students' independent activities.
5. technical and technological support for the foreign language learning process, including equipment with the necessary hardware and software, Internet access, etc.;
6. Formation of students' motivation, which implies the creation of conditions for learning a foreign language for the realization of internal needs for personal and professional purposes, their awareness and further development.

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The role and the current trends of business English and teaching foreign languages in the context of economic globalization in the era of digitalization

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The article presents an analysis of some modern trends in foreign language education and regional experience in solving urgent problems of teaching foreign languages and using new teaching technologies. Thus, competent organization of the process of learning a foreign language, taking into account the psychological and pedagogical conditions listed above, will help increase the motivation and cognitive activity of students, develop their creative abilities and skills to navigate the modern foreign language information space and gain experience in intercultural communication. Modern digital technologies used in the practice of teaching a foreign language also personalize the learning process, create conditions for self-education and self-development, as well as the formation of foreign language communicative competence of future specialists. Modern computer technologies also contribute to the development of science, greatly simplifying the process of creating calculations and scientific projects. In a world where military operations can span multiple regions and cultures, it is more than necessary to ensure effective communication in foreign languages between the armed forces of different countries. As an ancient profession, translation has laid the foundation of civilizations and interpersonal relationships and has enabled the translation of a wide variety of works and books around the world. It maintains its presence in almost all sciences and fields.