

But, of course, first of all, the employee himself should be interested in increasing the level of knowledge and proficiency in a foreign language, since not only the level of his competitiveness in the labor market depends on this, but also his further development as an employee.

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ENGLISH LANGUAGE AS A FACTOR FOR SUCCESSFUL INTERNATIONAL COOPERATION IN THE MINING INDUSTRY АНГЛИЙСКИЙ ЯЗЫК КАК ФАКТОР УСПЕШНОГО МЕЖДУНАРОДНОГО СОТРУДНИЧЕСТВА В ГОРНОЙ ПРОМЫШЛЕННОСТИ

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Today's world is very globalized, which determines the elimination of borders for international relations. "Globalization has opened wide opportunities for the

inclusion of countries and regions in the international division of labor, trade, transboundary movement of capital and in the end led to serious structural shifts in world production" [1, p.25]. Thus, the countries of the whole world have gained tremendous opportunities to increase economic facilities.

The most important role in globalization, in our opinion, is played by foreign languages and in particular - English. Since it is the mean of communication at an international level, so it provides an effective division of labor, the development of trade relations, in other words, effective interaction and cooperation of countries.

The most important phenomena of globalization processes is "digitalization", since with the help of using information technologies the production processes are accelerated, the document flow is reduced and the process of international relations is getting better. It is important to note that the main international interactions requiring mutual understanding, for example: the main programming languages, international scientific conferences, political and non-political negotiations between countries are based in English.

For an ordinary employee of a company or enterprise, it is advisable to start learning a language that has a high communication value, which "provides a natural human need for understanding on a global scale" [2, p.2]. Thus, English plays a crucial role in international communications.

At the enterprise level (if we consider mining), English is a definitely significant factor, with which technological shifts can occur in production. This is due to the fact that the management and implementation of foreign industrial equipment occurs in English. Moreover, not only equipment, but also breakthrough technologies can be introduced, with the right integration of which economic growth can be ensured. The correctness of the introduction of foreign technologies is ensured by competent translation. The problem of the latter lies in the fact that the fundamental terms of the hard-rewarding are explained by the "differences in the structure of the English and Russian languages" [3, p.23].

Special scientific turnover and professional vocabulary used in the field of mining industry are logical information. Also, "for English terminology in the development of coal deposits, the presence of numerous synonymic terms is typical. They appear as a result of the desire to give the accuracy of the term in the structural plan" [4, p.164].

Another factor in the importance of English is the continuous development and variability of the mining industry, which implies the complication of professional cooperation between specialists and scientists from different countries.

Thus, it is obvious that the implementation of communication in English performs the most important functions aimed at carrying out productive professional interaction between countries.

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THE PATTERN IN THE INFLUENCE OF ENGLISH ON BRAND PRESTIGE

ВЛИЯНИЕ УПОТРЕБЛЕНИЯ АНГЛИЙСКОГО ЯЗЫКА КОМПАНИЯМИ НА ПРЕСТИЖНОСТЬ БРЕНДА

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P. S. Lemeshchenko rightly noted that "the main means of capital increase is not production and technological innovation, but manipulation of consciousness of almost all segments of the population" [1, p. 51]. The brand is an integral part of the manipulation of consumer consciousness because, as a system of signs, it dictates the prestige of the product for the consumer. Prestige, in turn, is a determinant of non-price demand because demonstrative consumption replaces rational consumption, i.e. to meet the needs.

Public-functional technologies can be used by businesses to build their brand and maintain their image. For example, fashion, information weapons, etc. The use of English for brand building has been known for a long time. First of all – in names. A well-known proverb says, "Give a dog a bad name and hang him". A beautiful name will guarantee the recognisability of the brand. Historically, that for the majority of people English words sound beautiful, even if their meaning