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THE ROLE OF ENGLISH FOR PACKAGING SPECIALISTS

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In today's world, packaging production occupies an important place in the economy, ensuring the safety of goods, their transportation and attractiveness to consumers. Given globalization and international trade, knowledge of English is becoming essential for specialists in this field. English is the international language of business and science, and its importance in packaging production is difficult to overestimate [1].

English is used to work with technical documentation. Most standards, guidelines and specifications for packaging are written in English. Specialists who speak the language can correctly interpret and apply these documents, which helps improve the quality of packaging and compliance with international standards. This is especially important in a highly competitive environment, when companies strive to meet high market requirements [2]. Knowledge of English facilitates communication with foreign partners. In the context of globalization, companies often cooperate with foreign manufacturers, suppliers and customers. The ability to negotiate and communicate in English helps to establish effective business relationships, which, in turn, can lead to increased sales and market expansion [3].

In addition, English plays an important role in the professional development of packaging specialists. Most scientific articles, research, and news in the field of packaging are published in English. This allows specialists to keep abreast of the latest trends and innovations, which is a key factor for a successful career. Knowledge of English opens up access to training and advanced training, as many courses and trainings are conducted in this language. Specialists who know English can participate in such events and improve their skills, which makes them more competitive in the labor market. English is also necessary for working with software used in packaging production. Many programs for packaging design and production process management have an English interface. Knowledge of the

language makes it easier to work with such tools and allows specialists to perform their tasks more efficiently. Does packaging is often used as a marketing tool. Specialists must be able to develop advertising materials in English for an international audience. This includes creating packaging that will be attractive to consumers in different countries, as well as writing texts for advertising campaigns.

English plays an important role in the packaging industry, providing access to information, the ability to communicate with international partners and promoting the professional growth of specialists. In the context of globalization, knowledge of English is becoming an integral part of a successful career in the packaging industry. Specialists are encouraged to actively develop their language skills in order to remain competitive in the labor market and effectively interact in an international environment.

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跨文化交流与克服国际项目中的语言困难

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В современных условиях глобализации бизнеса установление эффективных связей с зарубежными компаниями имеет жизненно важное значение для компаний, желающих расширить свои международные рынки, найти возможности сотрудничества и повысить свою конкурентоспособность. Однако языковые барьеры часто становятся огромным препятствием в этом процессе.

Различные материалы зарубежных компаний, такие как официальные сайты, руководства по продуктам, корпоративные отчеты и т. д., в основном