

It is also important to note that non-verbal communication can vary across cultures and between different people. For example, gestures and facial expressions can have different meanings in different cultures, so you need to be careful when communicating with people from other cultures.

It is also important to pay attention to the fact that verbal and non-verbal communication can have different effects on others people. For example, if your non-verbal cues don't match your words, it can lead to mistrust and disregard for you. Therefore, it is important to balance your verbal and non-verbal communication so that they emphasize each other and help convey a clear message.

In conclusion, verbal and non-verbal communication are important components of any communication. Verbal communication involves the use of language to convey messages, while non-verbal communication conveys messages using non-verbal cues. The relationship between these two types of communication may vary depending on the situation and cultural norms. It is important to ensure balanced and consistent verbal and non-verbal communication in order to ensure the effective transmission of the message and the maintenance of mutual understanding between the interlocutors.

References

1. Burgoon, J. K., Guerrero, L. K., & Floyd, K. (2016). *Nonverbal communication*. Routledge.
2. Givens, D. B. (2005). *Love signals: A practical field guide to the body language of courtship*. St. Martin's Press.
3. Hall, E. T. (1959). *The silent language*. Doubleday.
4. Knapp, M. L., & Hall, J. A. (2010). *Nonverbal communication in human interaction*. Wadsworth.
5. Mehrabian, A. (1972). *Non-verbal Communication*. Aldine Transaction.

Mayovetskyi Ihor
Laryssa Verhun
West Ukrainian National University
Ternopil

THE INFLUENCE OF CORPORATE IMAGE OF THE ENTERPRISE ON ITS REPUTATION IN INTERNATIONAL MARKETS

Formation of an enterprise's distinctive image is a prerequisite for its successful operation in foreign markets. For this, the enterprise should adhere to the developed strategy, update its brand per the requirements of new markets, and direct efforts to support its positive image and reputation [1].

The image of the enterprise is seen as one of the tools for achieving strategic goals, which relate to its future-oriented activity in international markets. The main marketing communications tools include advertising, public relations, direct marketing, and sales promotion. Although each of the components of the system has specific characteristics, they complement each other and require further thorough research.

A customer's perception of an image of a company or an enterprise is based on the customer's previous interactions with a company, from when they first heard the company's name to when they purchased a product or service. Therefore, setting high standards at the beginning is essential. A positive first impression will help convince the client of the company's reliability.

Image is seen as more than a visual element of a company. It also depends on the quality of service. Building an image is about building relationships with customers, not just selling them products. If consumers can relate closely to a brand, they become loyal customers. If consumers identify a company as having values, it represents the brand as one that cares about customers and other concerns rather than only focusing on profit [3; 5].

The literature provides evidence that financial indicators, ethics, products and service quality, customer service, relations with employees, and media coverage affect the company's image [5; 6].

Researchers single out the following objectives of image creation: increasing the effectiveness of advertising and various activities related to product promotion; facilitating the introduction of new products to the markets of goods (services) since it is easier for a company with a formed image to introduce the product to the market; increasing the competitiveness of the firm since, if the goods are equivalent, competition takes place at the level of images [2]. It is generally recognized that a corporate image is fragile; every action of the organization, its leaders, and its employees shapes customers' attitudes.

Cultural, social, legal, and economic differences become a challenge for business owners who intend to expand their activities in the global arena. Therefore, the purposeful formation of the company's image starts before entering the foreign market. An efficiently created image of the company or an enterprise makes it possible to control the way society and customers percept its activities, strengthen its competitive position, increase popularity, and contribute to successful action, which positively affects the volume of sales and facilitates the recognition of the company's products in new international markets.

References

1. Топольницька Т. Б. Формування іміджу підприємства на зовнішніх ринках / Т. Б. Топольницька // *Інтелект XXI*. 2018. № 2. С. 39–42. – Режим доступу: http://nbuv.gov.ua/UJRN/int_XXI_2018_2_9.
2. Семенчук Т. Б. Формування іміджу підприємства [Електронний ресурс] *Економіка і суспільство*. 2016. № 7. URL: <http://www.economyandsociety.in.ua>.
3. Adi Surya Pranantha, K., & Sri Subawa, N. (2019). *Lifestyle marketing, brand personality, brand image, customer satisfaction, customer loyalty, and impulse buying*. *Journal of*

Business and Management, 16(4), 116. URL: <https://journal.undiknas.ac.id/index.php/magister-manajemen/article/view/2255>.

4. Bougie, R., & Sekaran, U. (2019). *Research methods for business: A skill-building approach*. London, UK; John Wiley & Sons. URL: <https://www.wiley.com/en-us/Research+Methods+For+Business%3A+A+Skill+Building+Approach%2C+7th+Edition-p-9781119266846>.

5. Pandey, A., & Jain, M. (2021). *Measuring The Relationship Between Customer Satisfaction, Service Quality and Corporate Image: A Case Study of Airtel and BSNL*. *Management Insight – The Journal of Incisive Analyzers*, 17(01), 15–23. URL: <https://journals.smsvaranasi.com/index.php/managementinsight/article/view/1048>.

6. Yazid, A. (2020). *The effect of corporate image on customer loyalty: The mediating effect of customer satisfaction*. *Journal of Research on the Lepidoptera*, 51(2), 124–138. URL: https://www.researchgate.net/publication/340863036_The_Effect_of_Corporate_Image_on_Customer_Loyalty_The_Mediating_Effect_of_Customer_Satisfaction.

Verhun Laryssa

West Ukrainian National University

Ternopil

IMPROVEMENT OF STUDENTS' INTERCULTURAL COMPETENCE IN TEACHING THE PROFESSIONAL TRANSLATION PRACTICE COURSE

Current labour market challenges urge universities to train interdisciplinary, professional, and communication competencies of students. Development of translation skills belongs to the interdisciplinary skills which add value to future employees in the international arena. Therefore, the Professional Translation Practice course was developed and introduced for the fourth-year students of international economic relations and international management at West Ukrainian National University. It is an elective course for students majoring in international economic relations and international management. It aims to ensure appropriate student knowledge of the basic principles and rules of professional written translation from English to Ukrainian, developing students' skills and abilities to translate professional texts adequately. The course develops students' professional translation skills in international management and economic relations. The learning objective is to familiarize students with the general rules of professional translation and issues of translating grammatical and lexical phenomena of the English language into Ukrainian.

Furthermore, the course is designed to help students to avoid word-for-word translation and grammatical literalism. Another objective is forming adequate written translation skills, raising students' general educational level and training quality, and developing skills to work independently with terminology. Students should develop skills in applying translation transformations, ways, and methods to translate texts on