

THE KNOWLEDGE OF FOREIGN LANGUAGES FOR JOB SEARCH IN UKRAINE

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It is common knowledge that successful employment today directly depends on the competencies of a future employer and the knowledge of foreign languages is regarded as a key competence. This trend is becoming increasingly important to potential employers through the expansion of economic relations of Ukraine with other countries of the world. In any area of professional activity: industry, commerce, diplomacy and culture, international tourism, science and computer technology, the Internet, knowledge of languages is required daily in every working situation [1]

However, the situation concerning learning and teaching foreign languages in Ukraine has been unfavourable for a long time. Therefore not everyone can boast of a good command of one or more foreign languages. Fortunately, things are improving thanks to the state educational reforms that encouraged learning two foreign languages at school. These reforms were the result of the overall national strategy towards European integration, bringing educational standards in conformity with the European ones. The European Union puts a lot of effort to enhancing the quality of education of its citizens, enabling their mobility, starting mutual educational projects, promoting information exchange and encouraging lifelong learning. Languages are an establishing factor in this activity, since plurilingual citizens have a lot of advantages in using opportunities created by the integrated Europe [3, P. 40]. Due to modern teaching programs for studying foreign languages, a lot of people have mastered one European language (usually English). As a comparison, the average citizen of the US and Russia speaks only his native language [2]. According to the results of on-line poll conducted in Ukraine by TSN in 2015, 89% of the respondents studied English at school but only 18% of them know it at a medium or a little higher level. This information is available in Facebook at “Общественная инициатива Украина Speaking”.

In comparison with the European countries Ukraine lags behind in its citizens' ability to speak a foreign language. According to Eurobarometer “Europeans and their languages” some 65% of the EU citizens know at least 2 foreign languages and 38% speak English fluently. According to EF English Proficiency Index, the highest level of command of English is in Sweden (70,94% of the population), the Netherlands (70,58%) and Denmark (70,05%) [5].

Recruiting companies also collect and analyze statistical data about the command of foreign languages among Ukrainians. One of these companies is Archers that deals with searching, choosing and training staff for companies. According to the data collected by Archers:

- Up to 30% of the total number of job seekers abroad speak at least one foreign language at an elementary conversational level;
- 70% of candidates among the top managers are fluent in foreign language;
- 100% applicants from among employees of companies working with foreign markets, know English.

Suffice it to mention, that every position requires a different level of knowledge of the language. In many cases it is sufficient to know a foreign language at the level of commands; for example, for a contract of a sailor with a shipping trading company. Otherwise, you need to know a specific foreign language, if you want to work in medicine or in metallurgical production [4]

Some employers include the knowledge of English among the mandatory requirements to the candidate, others don't even think about it taking the availability of this skill for granted. Why is the knowledge of English a significant advantage? How English affects the success of your career? There is a list of occupations for which knowledge of English is vital. We will not mention those professionals for whom English is the main tool of the work: translators and language teachers, and diplomats [2].

Top 5 occupations for which the knowledge of English is a must:

- The head of the company, the Manager of the project;
- Journalist;
- Copywriter;
- Sales Manager;
- A marketer.

The following three professions accept the knowledge of English as an advantage:

- Programmer;
- The doctor;
- Economist

English is the universal language and not only in terms of employment. Having studied English, you will always feel comfortable and confident on every continent, both on holiday and at work. Currently in Ukraine there are numerous companies and branches in the EU. For employment of Ukrainian citizens are invited to such countries as Poland, Germany, France. As for Ukraine, Eastern labour markets in China, Japan, Israel are open for its citizens. Personnel with the knowledge of the official languages of the above mentioned countries, especially at the level of foreign technical knowledge, necessary and adequately evaluated in terms of remuneration. Learning a foreign language, you invest in your future. In terms of high competition at the labour market, knowledge of a foreign language is a significant advantage. Candidates with knowledge of foreign language will be considered

as employees for the most interesting projects and vacancies.[4]

From the mentioned above it can be concluded that the knowledge of foreign languages is very important. In addition, it is especially important to speak the language for successful employment at the first job, because employers select personnel, which in

the future will be able to successfully work and make a profit in today's economic situation. Today, for those seeking to build a successful career, to expand communication, to open new life perspectives and, eventually, diversify your life, make it more interesting and high-quality, learning English is a necessity.

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CHRISTMAS SALES ANALYSIS ABROAD

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Christmas Day the most lucrative ever for online shopping, then consumers hit the high street and boosted sales on Boxing Day and Sunday. The holiday season in western economies seems a treat for those concerned with such vagaries as GDP growth. After all, everyone is spending; in America, retailers make 25% of their yearly sales and 60% of their profits between Thanksgiving and Christmas. Even so, economists find something to worry about in the nature of the purchases being made.

Much of the holiday spending is on gifts for others. At the simplest level, giving gifts involves the giver thinking of something that the recipient would like – he tries to guess her preferences, as economists say – and then buying the gift and delivering it. Yet this guessing of preferences is no mean feat; indeed, it is often done badly. Every year, ties go unworn and books unread. And even if a gift is enjoyed, it may not be what the recipient would have bought had they spent the money themselves.

In 1993 Joel Waldfogel, then an economist at Yale University, sought to estimate the disparity in dollar terms. In a paper that has proved seminal in the literature on the issue, he asked students two questions at the end of a holiday season: first, estimate the total amount paid (by the givers) for all the holiday gifts you received; second, apart from the sentimental value of the items, if you did not have them, how much would you be willing to pay to get them? His results were gloomy: on average, a gift was valued by the recipient well below the price paid by the giver.

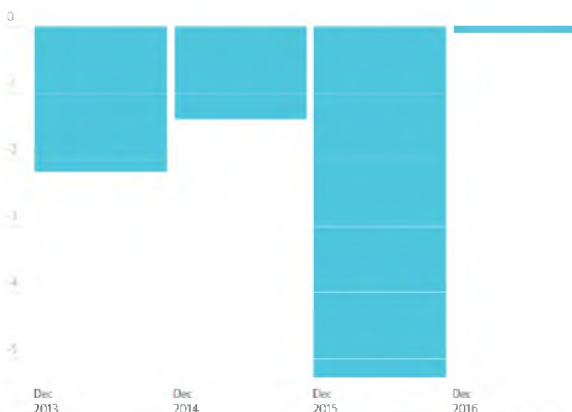
The most conservative estimate put the average receiver's valuation at 90% of the buying price. The missing 10% is what economists call a deadweight loss: a waste of resources that could be averted without making anyone worse off. In other words, if the giver gave the cash value of the purchase instead of the gift itself, the

recipient could then buy what she really wants, and be better off for no extra cost.

Perhaps not surprisingly, the most efficient gifts (those with the smallest deadweight loss) were those from

High street sees fourth poor December in a row

Total like-for-like sales growth for December, percentage



close friends and relations, while non-cash gifts from extended family were the least efficient. As the age difference between giver and recipient grew, so did the inefficiency. All of which suggests what many grandparents know: when buying gifts for someone with largely unknown preferences, the best present is one that is totally flexible (cash) or very flexible (gift vouchers).

If the results are generalised, a waste of one dollar in ten represents a huge aggregate loss to society. It suggests that in America, where givers spend \$40 billion on Christmas gifts, \$4 billion is being lost annually in the process of gift-giving. Add in birthdays, weddings and non-Christian occasions, and the figure would balloon.

However there are a lot of disadvantages of Christmas gift giving. First, recipients may not know their