the fact that American managers encourage their employees to work longer hours to bring about the result desired. American sellers are for the approach described. They themselves are accustomed to goods promotion. Their speech is harsh and full of sarcastic remarks.

The language of UK business people is a much more sophisticated management tool. Managers supervise subordinates using friendly speech, humour, carefully set goals and timing flexibility. Different types of humour that exist in the UK allow managers to joke, praise, change direction, make allusions and criticize any time they consider it to be necessary.

Being straightforward in their approach to problems, French managers do not see any benefit in uncertainty and duality. They encourage clarity and eloquence of expression. In the French culture, talkativeness equates intelligence.

Thus, we are faced with a variety of cultures and specificity of a language caused not only by grammatical structure, vocabulary and syntax, but also by the way it has an impact on others. For modern managers it is very important not only to speak fluently, but also to be able to use the language properly.

As for Ukraine, the language of management is in many cases Ukrainian or Russian. The lack of English language skills in Ukrainian business leads to a lagging behind the most current trends in international management.

Therefore, much attention should be paid to changing the perception of Ukrainian managers of the basis of linguistic change in paradigm - expansion of the Ukrainian language in business should be accompanied by active, practical use of English as a second official language in business communication.

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THE GLOBAL ENGLISH LANGUAGE: PROSPECTS OR THREATS

Since the end of the 20th century the English language has served as the lingua franca of politics, science, business and popular culture. Globalisation of English can be defined as the rapid spread of English as a second and foreign language. According to a recent report by British Council, within a decade, there will be 2 billion of people studying English and half of the world will speak it. Learning English has become a demand of the present-day time. Moreover, European integration of Ukraine contributes to the importance of mastering the English language considerably.

On the other hand, UNESCO reported in its recent report also, at the end of 20th century, 6800 languages were classified as being threatened. At least half of the world's languages are endangered and many could vanish in the coming decades or in the current century. It is a little hard to predict the exact pace. UNESCO estimates that half of the world’s more than 6,000-7,000 languages will disappear by the end of this century. This devastating loss results from a variety of political, cultural, and environmental factors. Languages go extinct for many reasons, but the main reason – which you could put under the heading globalisation – is that there are very strong
economic and social pressures against languages. Communities, speakers essentially abandon languages because they are forced to do so. They are pressured into it. They come to believe, based on more dominant cultures, that their language is obsolete, backwards and not suited for the modern world; or that the only way to advancement is to switch over entirely to global languages. Linguist Leanne Hinton believes that even strong national languages might have some worries. The European Union, for instance, is increasingly concerned that English will eventually replace some European languages, since it is the only language that many Europeans have in common. And since English seem to be a demanding language that affects most of the social system in our lives, the language is both directly and indirectly mandates us to learn and practice it at all times.

Nowadays, Ukraine witnesses increasing Ukrainian-English language contacts which result in a great number of borrowings in different spheres of human activities including economics, politics, IT technologies, social and every-day life. The growing number of duplets is considered to be a threat to the language. Ukrainians replace original Ukrainian words with loan words increasingly. Thus, more and more people say міленіум, офіс, менеджер instead of тисячоліття, контора, керівник correspondingly. We should also mention barbarisms such as no problem, no comment, made in and others which are especially popular among young people.

In our opinion, each language should preserve its own basics and rules of pronunciation; we cannot just replace our own words with foreign ones just because it unifies languages. We have to keep our national pride and try to avoid using English words such as style, party, trash and glamour instead of Ukrainian ones. They are considered to be replacements rather than loan words. Replacement is only justified when there is no analogue. Learning of English is certainly very essential for higher education, communication with multi-lingual societies and institutions as well as for venturing abroad for education or business purposes. But despite the respect to the great language named English, it should be urgently seen, realised and made sure that the regional languages are not neglected.

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EUROPEAN INTEGRATION OF UKRAINE AND ITS INFLUENCE ON OUR ECONOMY

Question of European integration of Ukraine is very actual nowadays. During the last decade, Ukraine strongly wants to get closer to European standards. Europeans see us as a perspective member of the union.

European integration can give us a lot of benefits in different spheres, such as political, social, economical and others.

The political advantages of integration of Ukraine into the EU are related with creation of reliable mechanisms of political stability, democracy and security. In addition, EU membership will open the way for collective cooperative security