

market. It is possible to reverse the situation only by introducing radically new technologies that will allow changing the long-term tendency to increase the specific capital cost and operating costs.

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THE VALUE OF LANGUAGE SKILLS IN MODERN BRANCHES OF ECONOMY

Today, English in the IT field is not considered a line in your resume, but a skill that you must master by default. Starting from business analysts and ending with programmers and project managers, all employees of the modern company

speak English. Or study it. Or they try to squeeze English into their schedule. And all for the sake of the opportunity to work with foreign clients, who have more money and tasks more clearly. The language should not only be PM, which communicates with the client, but also all employees of the company, from programmers to recruiters. In this article, we will tell you in detail why the efforts you will make to study English will be repaid tenfold and how quickly you can master language skills.

Historically, the largest engines of the technology industry are located in the United States. All literature, documentation and forums (for example, stackoverflow) are in English. And ignorance of English is disastrous not only for coders, but also for front-end developers and designers. If you are a designer and do not know English or you know the language at a level that you define as «average» [5]. According to the sitedou.ua, designers without knowledge of English on average earn \$ 400 a month, and with knowledge - at least \$ 1000. Why such difference? Is professionalism so dependent on linguistic skills? It turns out, yes. Professional literature is published in English. If you want to wait for the translation – be patient for the next few years and do not expect that the information will not become obsolete during this time. Forums and community for designers all as one – English-speaking. And without the information ofsmashingmagazine.com, behance.net, designmodo.com andux.stackexchange.com, it's difficult to create your own works, find inspiration, feel the relevance of design, look for new solutions and compete with those who constantly "graze" on these resources.

You are a programmer and speak English at a level slightly lower than Intermediate. It is difficult to imagine a programmer who speaks English at a lower level – half of professional terms is built on English-language lexemes. If you do not know them, are you sure that you are a programmer? Not all the books of Steve McConnell and Martin Fowler have already been translated into Russian. Without knowledge of English, it is not so easy to find answers to questions onstackoverflow.com and github.com/trending, it will not be possible

to obtain maximum information about new technologies thanks to useful subscriptions (Ruby / JS weekly) [3]. As the statistics dou.ua, experts without knowledge of English receive about \$ 800, with knowledge – not less than \$ 1750. And it depends, to a greater extent, only on whether you work in a domestic company or in a foreign company. In many companies (and not only foreign ones) the documentation is in English. And then you either can match the level of the company, or not.

You are a project manager and do not speak English. Most likely, you are an intern or a beginner PM. In any case, you can claim only a salary of \$ 390. The level of PM professionalism is determined, not least, by the availability of a PMI certificate. And the exam, which will allow you to get it – is English. Talk about communication with the client is not necessary. You want to work only in the domestic market – English, perhaps, and not needed. In this case, you can also forget about the English-speaking resources for professional growth. Dream of working in an international or foreign IT company and a salary above \$ 2,200 – the conclusion is obvious [4].

You can be a journalist without knowing English. But being a good journalist is almost impossible. A journalist works in the field of information, he either first learns the necessary information and makes them public, or works in the editorial office of a regional newspaper with a circulation of up to 1,000 copies. The information space of the world, as a rule – is English-speaking. A good journalist should be oriented in this space no worse than a native speaker. The reasons for studying English can be the same as that of a journalist. Plus – high-quality content is created on the basis of already existing and own thoughts and conclusions. Scooping ideas for good texts and the necessary information from Russian-language content is almost impossible. A huge array of information in English, a real treasure of knowledge – just slip away about you [2].

A doctor is a profession that allows you to quickly adapt when moving abroad, retake qualification exams and continue working on your specialty. And to move abroad, English will be needed.

Economist – the financial world is a world in which it is very important to get quick access to relevant information. Here only the actual information, most often, is available in English. In addition, you will hardly be able to establish business contacts with foreign partners, owning only your native language. Economists, as a rule, choose one of the courses in English: «English for financiers», «English for businessmen», sometimes – «English for accountants». Head of the company, project manager – the business world has long ceased to be the closed space of a particular country or sphere. Today, the business world is an open ocean of opportunities (excuse for the pathos of the last phrase). To build a business without having connections with foreign partners, investors, suppliers and other representatives of foreign-speaking society is either very difficult or economically unprofitable. And the international language of communication in the business environment has long been considered to be English. Therefore, to deny that English is a very important skill for business education is ridiculous.

Why English got so widespread in the business world – you can argue endlessly. Much better is to learn the skill of conversational English and feel confident in any situation: when communicating with foreign guests or business partners, in case of concluding transactions and signing contracts, in an informal conversation with business colleagues. English for businessmen is no less important than the ability to find sources of important information – for a journalist [1].

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