








Professional Foreign Language as a Means of Increasing the Competitiveness of the Future Specialist

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ABSTRACT

The purpose of the article: to analyze the training of modern specialists in foreign languages as a means of increasing their competitiveness and professional mobility. In the study, we will consider the dependence of teaching methods for successful application in everyday life. Based on the content analysis of websites, which contains a list of vacancies and resumes of specialists in various fields, and statistical data processing, conclusions were made on the need to master a professional foreign language at the appropriate level of future professionals. The study is based on the concept of intercultural professional communication and the competence approach to the formation of a competitive specialist. It determines the level of professionalism of specialists in the context of foreign language skills. The study is based on the content analysis of the Work.ua website, which contains a list of vacancies and resumes of specialists in various fields and statistical data processing. A lot of conclusions were drawn on the relationship between the regional labor market, competitiveness and professionalism in foreign languages. This article draws the following important conclusions: it is necessary to study a foreign language consistently and systematically; there is also a need to have both communication skills and grammar skills and knowledge for effective communication in foreign languages; the profession affects the level of knowledge of foreign languages and therefore the profession determines the level of competitiveness of the specialist; for more prestigious professions due to the needs of the labor market is characterized by a higher level of salaries, a higher level of knowledge of foreign languages. The level of professionalism determines the competitiveness of the specialist.

Key words: professional foreign language, specialist competitiveness, labor market needs, knowledge of foreign languages.

Introduction

Intensive development of international contacts and ties in politics, economics, pedagogy, culture and other areas requires a higher level of knowledge of a foreign language as a means of international communication. Language as the main means of communication serves as a tool that provides mobility, effective exchange, deepening mutual understanding and mutual enrichment of different cultures. Modern innovations require a high level of foreign language proficiency, and when choosing employees for work, emphasis is placed on this.

Foreign is no longer just an important component of basic education, but is becoming one of the main to meet the requirements of the Bologna Process, as the spread of academic mobility of participants in the educational process for mutual enrichment of European experience; increasing the competitiveness of university graduates in the domestic, European and world labor markets.

After all, the higher the indicators of foreign language proficiency, the higher the indicators that science is developing in the country, the specialists are competitive and talented. In such countries, technologies are evolving, scientists are creating unique projects that are useful not only to the people of their country, but also to people around the world. Because specialists and scientists have the opportunity to communicate with people from other countries, to draw new ideas and inspirations, to listen to different opinions on certain situations. They can easily read foreign literature, getting acquainted with the opinion of other scholars. The world is open to them, and they create for the world.

It is always necessary to improve and develop to ensure a successful future. Today, Ukraine has a clearly defined legal framework for updating the content of education, which is reproduced in the Law of Ukraine "On Education" (1996), "Concepts of Teacher Education" (1996), the National Doctrine of Education Development (2002), the Law of Ukraine "On Higher Education" (2002), the State Program "Teacher" (2002).

Taking into account the course of Ukraine's development for integration into the European political, economic, educational, scientific, cultural community, it becomes significant to improve the quality of training of future foreign language professionals. Knowledge of the language of international communication is one of the main conditions for fruitful cooperation and understanding in a single multinational space. In addition, you must always replenish and update your knowledge. A foreign language is a tool that makes this process real, timely and fruitful, while increasing the competitiveness and professional mobility of modern professionals in the global labor market.

Literature Review

The problems of language training of modern specialists have been in the center of attention of many scholars. In particular, Borisko N.F. has an opinion: "meta victories of the earthly movement of professional directing - the formulation of special multicultural communal competence, as I am willing to motivate, social, cultural, professional and primary competence" (Borisko N.F., 2005).

According to Kyryklytsia V.V.: "I am met with the knowledge of earthly moyu by students as they interpret the positions of that special mission, as they borrow discipline on specialties, and even without the knowledge of the luckiest minds, one cannot get along with such a fakhivets. lozemna mova to serve as a place of culture among the cultures of other nations and to hamper the exchange of spiritual values. Moreover, without foreign countries, economic, political culture in different countries »(Kyryklytsia V.V., 2011)

Konik N.V. believes: "The situation is straightforward to create a wider range of possibilities to optimize the process of finding the main point - to guide students to read the original literature from the faculty and the power of thinking about the drive of the professional . This allows future specialists to spilkuvatisya with earthmoving and give more opportunities for the development of a professional ryvnya" (Konik N.V., 2005).

Mastering communicative competence allows a specialist to successfully enter into various contacts (verbal and nonverbal, oral and written) in order to solve communicative tasks (exchange of information, establishing and maintaining contacts, etc.).

In the scientific literature, the study of a foreign language is studied at the macro and micro levels in order to ensure the competitiveness of the specialist in the future profession. "In a globalized world English is required for societies to be competitive" (Baldauf et al., 2011). Knowledge of a professional foreign language is an important skill of a competitive specialist. Therefore, innovative educational programs are actively integrated in response to the needs of the labor market in developed countries, as "university language policies and an awareness raising campaign regarding the need for increased foreign language competence are nationally required" (Bruen, 2013).

Professional foreign language is the subject of analysis at the macro level. It is so from the standpoint of policy-making at the national, local level (strategic priorities, policy of municipal education programs at the local level, language landscape and ideology of the country), meeting the needs of the global labor market by competitive professionals. ,2011; Bruen, 2013; Sedlan-König, Hocenski-Dreiseidl & Hocenski, 2017). "Research provides a direct correlation between the English skills of a population and the economic performance of the country" (Moiseyeva, Usikov & Bilan, 2019). Applied linguistics as a field of research is closely related to political, social policy, employment-based immigration program and the requirements of economic competitiveness and national security (Nwokocha, 2008; Kramtsch, 2005).

At the micro level, the study of a foreign language involves the study of educational programs of higher education institutions, individual companies in various sectors of the economy and competencies, skills of foreign languages, intercultural professional communications (Kovalainen & Keisala, 2012), "the consequences of foreign language use in organizational settings" , "Interpersonal effects of foreign language use" (Volk, Köhler & Pudelko, 2014).

Empirical studies of foreign language and culture knowledge by graduates prove the benefits of having cultural skills (89%) and language skills (82%) (Grosse, 2004). "For people in emerging economies such as China, Russia, and Brazil,... English is a key advantage, which people rightly believe will help them tap into new

opportunities at home and abroad" (Moiseyeva, Usikov & Bilan, 2019). Employee competencies, including foreign language skills, can be a decisive competitive advantage (Eicker, Kochbeck & Schuler, 2008).

The research shows the value of having skills of speaking foreign languages through the activities of companies in international markets, export orientation, career success through communication skills (Sedlan-König, Hocenski-Dreiseidl & Hocenski, 2017). For example, there is a significant positive relationship between the usage of export professionals speaking foreign languages and the successful export operations of companies. It is necessary to note that successful companies hire more professionals speaking foreign languages (Enderwick & Akoorie, 1994).

Employee communication is determined by emotional and cognitive factors that can be barriers for companies to develop a professional with language competencies (Aichhorn & Puck, 2017). Formal and informal communications support the physical and mental activity of the employee, the interest of employees to each other and determine the quality of the work environment, influencing the financial results of organizations (Jayakar, Babu & District, 2012).

At the same time, there is a discrepancy in the form of giving more importance to foreign language learning by students compared to employers and teachers (Sedlan-König, Hocenski-Dreiseidl & Hocenski, 2017). A higher level of communication skills is especially important for the competitiveness of the future professional and for the global labor market as a whole (Ciobanu & Bujor, 2011). At the same time, the research (Ciobanu & Bujor, 2011) proves a discrepancy between the official figures, which confirm the high level of foreign language proficiency within the EU (96-99%), and self-assessment of graduate students (10-30%).

The analysis of the scientific literature proves the lack of research on the compliance of the needs of regional labor markets in specialists with competencies and skills in foreign languages. It is particularly about the countries with transition economies. The aim of the article is to analyze the competences in foreign languages as an element of achieving the competitiveness of the specialist in the regional labor market.

The main hypotheses of the study are:

1. Communicative competences and grammar skills, knowledge of the specialist are important for effective communication and competitiveness in the regional labor market.
2. Profession and regional labor market affect the level of knowledge of foreign languages, and therefore, these factors determine the level of competitiveness of the specialist.
3. For more prestigious professions due to the needs of the labor market is characterized by a higher level of salaries, a higher level of knowledge of foreign languages.
4. The level of professionalism determines the competitiveness of the specialist. A higher level of professionalism, which includes more skills and competencies, corresponds to a higher level of knowledge of foreign languages.

Data and Methodology

This study focuses on the concept of intercultural professional communication. It is formed in the process of practical usage of knowledge of a professional foreign language by specialists in their workplace. Competence approach (Eicker, Kochbeck & Schuler, 2008) to the formation of a competitive specialist was the basis for determining the level of professionalism of specialists in the context of foreign language skills. The study is based on a quantitative analysis of the content of the website Work.ua, which is one of the most popular services. It contains vacancies for employers and resumes of employees.

The service contains 60142 vacancies in different cities and 388143 for the period 10.06.2020 - 10.09.2020. The service allows you to analyze the salaries of specialists in various fields in different cities over the past 3 months, to analyze the responsibilities and the requirements for candidates for positions in various fields. Speaking English is a requirement for candidates. It is seen in both the vacancy and the resume.

The method of content analysis was the main method of research. It provided a quantitative assessment of the dependence of salaries on the level of foreign language proficiency of specialists in various fields. The following services were used for content analysis: 1) online tool XML-sitemaps, which provides the formation of website pages for free and allows you to download a list of website pages for further content analysis; 2) the URL Profiler program. Here the list of pages of the Work.ua website for content analysis is imported; 3) Google (Search Console) tools for content analysis.

Analyzing the requirements for learning foreign languages, you can form the top 5 most popular languages (figure 1):

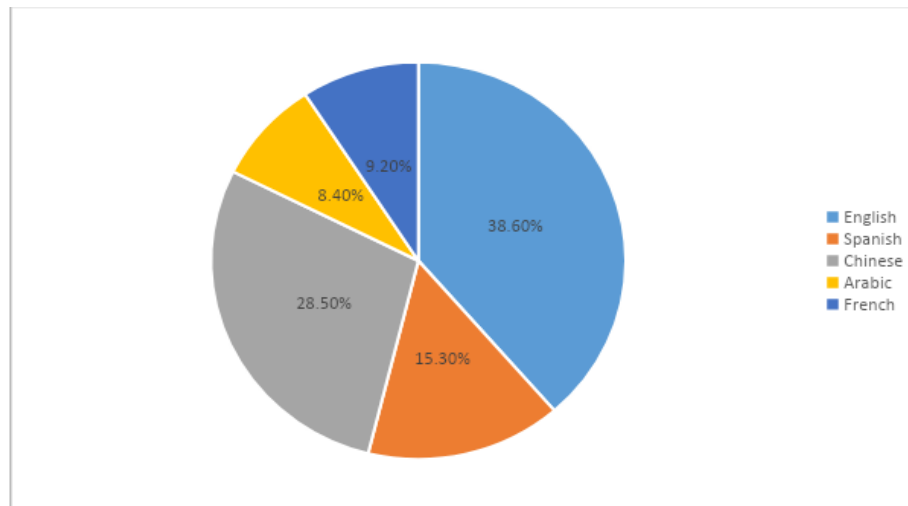


Figure 1. *The most common languages in the world*
 Source: Europeans commission, *europeans and languages* (2019).

The vacancies were selected according to the data of Work.ua. The requirement to speak a foreign language for the position was taken into account. It is seen in the "Responsibilities" section of the posted vacancy. In particular, Work.ua statistics on professions in Ukraine that require a certain level of knowledge of foreign languages and EF statistics (English Proficiency Index, 2019) on professions in the world that require English language skills were also taken into account. As a result, the following list of vacancies for content analysis was formed: accountant, client relations manager, director, purchasing manager, logistician, marketer, HR manager, translator, lawyer, foreign economic activity manager (FEA manager), web-developer and web -designer.

Data about salaries of different vacancies, cities of Ukraine and responsibilities were used for statistical processing. The following statistical methods of data processing were used in the study: mean value, median, standard deviation.

This study takes into account the regional features of the labor market of Ukraine (salaries, economic structure and the needs of the labor market in specialists in various fields, skills, competencies). The study does not take into account and evaluate the emotional and cognitive factors of employees who speak foreign languages, which determine communication skills and potential barriers to the formation of a competitive professional.

Results and Discussion

Ukraine English Proficiency vs. Global trends

Ukraine is one of the countries with a low level of English proficiency (EF) (English Proficiency Index, 2019). Fields that require foreign language skills include pharmaceutical, banking and finance, information technology, telecommunication, consulting, healthcare, electronics, the auto-industry, engineering and many other (English Proficiency Index, 2019).

In terms of professions, foreign language proficiency in the world is most in demand among employees in the legislation, finance, scientific research, development, marketing, IT, strategic planning, procurement, personnel management, client service, accounting, sales and administrative staff (English Proficiency Index, 2019). For comparison, professions that require knowledge of foreign languages in Ukraine include: translator, tutor (teacher), guide (guide), client relations manager, assistant manager and copywriter, editor (publisher), marketer, project managers, flight attendants (Work.ua, 2018), figure 2.

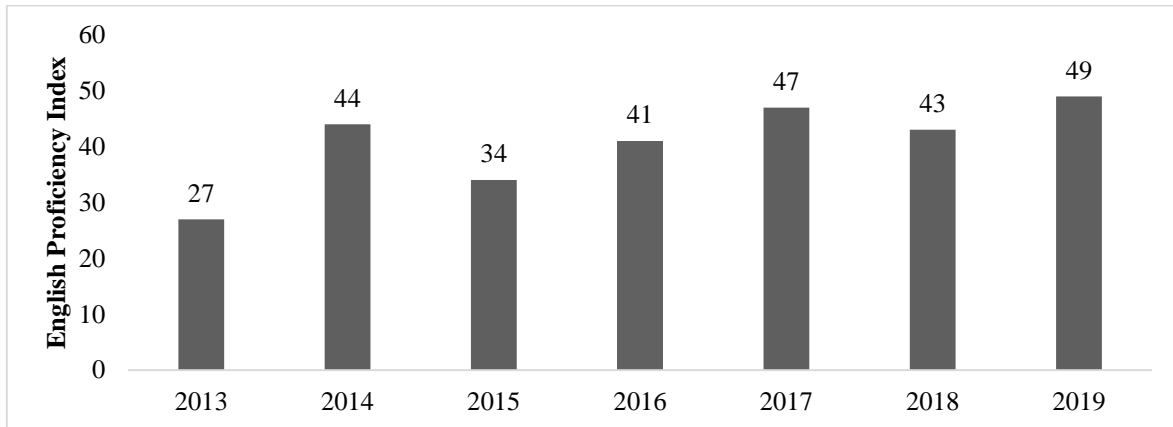


Figure 2. Ukraine English Proficiency Index, 2013-2019

Source: EF English Proficiency Index (2019).

Private sector employees are significantly ahead of public sector employees in terms of foreign language proficiency. In any field of activity, knowledge of a foreign language provides the employee with additional benefits in employment and career growth (English Proficiency Index, 2019), see figure 3.

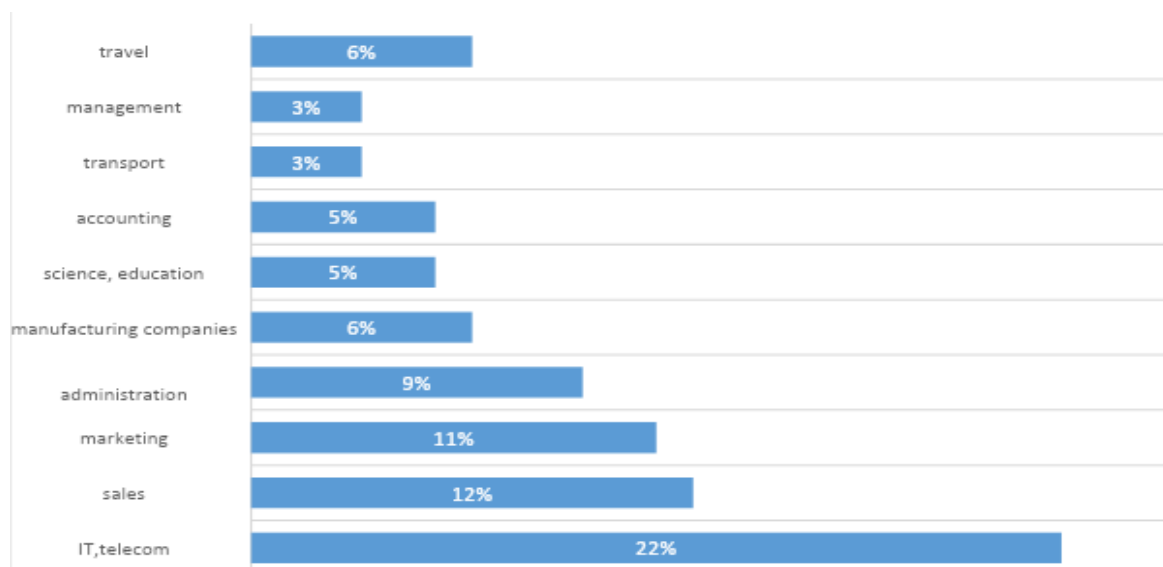


Figure 3. Top 10 professions that require knowledge of English

Source: Analysis from the Association of Departments of English (ADE) (2012-2018)

Particular importance should be given to the method of language learning, teaching methods, training centers and teachers who work in them. It should be noted that the effectiveness of communicative foreign language teaching in higher education will depend on the desire and ability of teachers to use the positive experience of domestic and foreign scholars and practitioners on the humanistic approach to teaching, understanding the need to abandon authoritarian and scholastic methods.

The main principles of modern methods are: movement from the whole to the individual, student-centered lessons, purposefulness and content of classes, their focus on achieving social interaction in the presence of the teacher's faith in the success of their students, language integration and language acquisition. using knowledge from other fields of science. There are different variants of this direction in modern methodology, which have different names - "Whole Language Content Approach", "Cognitive Approach", "Content-Based ESL Program", "Cognitive Academic Language Approach", "Co-operative Learning", "Interactive training".

The most important thing is that regardless of the chosen method of teaching - during classes the teacher must create a comfortable and trusting atmosphere so that students are free to express their opinions, not afraid to make mistakes. At the same time, use modern technologies (ICT), various forms of work to make learning meaningful and interesting.

Here is what the marketing research conducted by the Kyiv Research and Education Center says about this: 51% - career achievements; 23% - successful study and internship abroad; 12% - comfortable rest in different countries of the world; 7% - successful foreign business trips; 4% - to participate in international conferences; 3% - for cooperation with foreign partners.

Analyzing these indicators, we can conclude that most people learn foreign languages for successful employment and career advancement. Knowing the languages of other nations of the world, you can easily find a common language with them, and this is a great advantage for working in international companies.

According to Work.ua (Table 1), the average salary depends on the profession, skills and competencies. The highest salary has a director (from 17,000 to 23,000 UAH), the lowest - a lawyer (from 10,000 to 15,000 UAH). IT professionals will receive relatively high salaries.

For example, a Web developer has an average salary of 19.400 UAH and a Web designer has an average salary of 16.300 UAH. The translator receives an average of 16.900 UAH, the marketer – 16.000UAH, the accountant – 12.000 UAH, the customer service manager - 13.500 UAH, the procurement manager - 13000 UAH., logistician – 14000 UAH, HR-manager - 12.400UAH. Remuneration of specialists in different fields significantly depends on the regional labor market. Their payment varies depending on the city of vacancy.

Table 1. The average salary of specialists in Ukraine in different cities, 2020

	Kyiv	Dnipro	Zaporizhzhia	Lviv	Odesa	Kharkiv	Average salary, UAH.	Median	Deviation, UAH.
Accountant	15000	12000	10000	12500	12500	12000	12333	12250	1602
Client relations manager	17500	15000	10000	12500	14000	12500	13583	13250	2558
Director	23000	20000	17000	21500	20000	20000	20250	20000	1994
Purchasing Manager	16000	12500	10500	12300	14000	13000	13050	12750	1843
Logistician	16000	12000	11000	17000	15000	13500	14083	14250	2333
Marketer	19000	15000	13000	18000	16000	15000	16000	15500	2191
HR manager	15000	12000	10500	12500	12500	12000	12417	12250	1463
Translator	20000	17500	13000	15000	20000	16000	16917	16750	2800
Lawyer	15000	11000	10000	11000	10000	10800	11300	10900	1871
FEA Manager	20000	16500	-	-	15000	15000	16625	15750	2358
Web developer	27500	15000	-	-	22500	12500	19375	18750	6884
Web designer	20000	-	-	-	15000	14000	16333	15000	3215

Source: the author's research, according to Work.ua.

The regional labor market determines the need for specialists, their skills and competencies (Table 2). The most common vacancies are accountant (2182), director (2531) and client relations manager (1501). The least common vacancies are FEA manager (136), Web developer (96) and web designer (87). At the same time, the supply on the labor market exceeds the demand: the number of posted resumes is known to be higher than the number of vacancies.

Table 2. Salaries and the number of vacancies of different occupations in Ukraine, 2020

Vacancy	Salary (median for 3 months 10.06.20 - 10.09.20), UAH	Number of vacancies for the last 30 days (10.08-10.09.20)	Number of resumes for the last 30 days (10.08-10.09.20)
Accountant	12500	2182	5185
Client relations manager	13500	1501	4087
Director	20000	2531	30116

Purchasing Manager	14000	627	4124
Logistician	14300	425	3980
Marketer	14000	715	3942
HR manager	12000	598	6143
Translator	17500	415	5970
Lawyer	12000	387	7631
FEA Manager	17500	136	958
Web developer	20000	96	785
Web designer	16000	87	1764

Source: the author's research, according to Work.ua.

The analysis of responsibilities of different vacancies shows the following most common moments: 1) professional skills; 2) technical skills (possession of software skills); 3) communication skills, including knowledge of foreign languages (English, German, Russian) as an additional advantage and a mandatory requirement depending on the scale of the company (small, medium business, large business, company with international investments, company that is exporting products / services); 4) analytical skills; 5) personnel management skills. Professional proficiency in the Russian language is also one of the requirements for potential employees, in particular those who work with the Russian market.

The vacancies contain the following requirements for candidates: "High level of spoken and written English (Upper intermediate +)", "Ability to communicate effectively in English is a must (Upper intermediate / Advanced level)", "English level up intermediate and above" and others. This means that the specialist must have both communication skills and grammar skills and knowledge for effective communication. Skills and requirements often include (56%) a high level of communication skills and a high level of responsibility (47%), persistence and ambition (23%), in particular these requirements are most characteristic of positions such as director, customer service manager, procurement manager, logistician, HR-manager and FEA manager.

Specialists who meet the requirements of the vacancy receive the following opportunities: professional growth; educational possibilities; training provided; official employment; fully-equipped perfect office space located in the city center; warm and friendly attitude to every specialist; english lesson with a native speaker; partial transportation reimbursement provided.

The level of foreign languages proficiency (5 most common) depends on the profession, in particular among candidates for the position of "accountant" in Ukraine (Table 3) 38.15% of the resume indicates fluent level of speaking, 30.65% - intermediate, 23.7% - starter . Advanced and higher levels are indicated in 3.26% and 4.25% of candidates.

Table 3. Knowledge of foreign languages (5 most common) among candidates for the position of "accountant" in Ukraine, 2020

Knowledge of a foreign language depending on the resume	Language knowledge					Total	Specific weight, %
	English	Russian	German	Polish	French		
Number of resumes	3790	3507	376	276	99	8048	100,00
Fluent	13	3041	4	11	1	3070	38,15
Advanced	82	160	6	13	1	262	3,26
Upper-intermediate	202	105	8	26	1	342	4,25
Intermediate	1974	196	146	122	29	2467	30,65
Beginner	1519	5	212	104	67	1907	23,70
Total	3790	3507	376	276	99	8048	-

Source: the author's research, according to Work.ua.

The level of foreign language proficiency (5 most common) among candidates for the position of "web designer" in Ukraine (Table 4) is characterized by a similar distribution - 32.48% are fluent, the intermediate level is 35.07%, the initial - 13.35 %, upper-intermediate - in 12.34%, advanced - in 6.76%. This means that the profession affects the level of knowledge of foreign languages. Therefore, the profession determines the level of competitiveness of the specialist. In fact, for more prestigious professions due to the needs of the labor market is characterized by a higher level of salaries, a higher level of knowledge of foreign languages. Therefore, the level of professionalism determines the competitiveness of the specialist.

Table 4. Knowledge of foreign languages (5 most common) among candidates for the position of "web-designer" in Ukraine, 2020.

Knowledge of a foreign language depending on the resume	Language knowledge					Total	Specific weight, %
	English	Russian	German	Polish	French		
Number of resumes	1277	802	74	91	34	2278	100,00
fluent	18	716	0	5	1	740	32,48
advanced	88	50	3	12	1	154	6,76
Upper-intermediate	248	15	6	10	2	281	12,34
intermediate	732	20	17	21	9	799	35,07
Beginner	191	1	48	43	21	304	13,35
Total	1277	802	74	91	34	2278	-

Source: the author's research, according to Work.ua.

The level of foreign language proficiency (5 most common) among the candidates for the position of "director" in Ukraine (Table 5) is characterized by a similar distribution - 37.65% are fluent, the intermediate level is 30.85%, the initial - 19.48%, upper-intermediate - in 6.02%, advanced - in 6.03%. This means that a higher level of professionalism, which includes more skills and competencies, corresponds to a higher level of foreign language proficiency.

Table 5. Knowledge of foreign languages (5 most common) among candidates for the position of "director" in Ukraine, 2020

Knowledge of a foreign language depending on the resume	Language knowledge					Total	Specific weight, %
	English	Russian	German	Polish	French		
Number of resumes	11870	9520	1210	1191	419	24210	100,00
Fluent	288	8716	23	74	14	9115	37,65
Advanced	918	306	62	142	31	1459	6,03
Upper-intermediate	1107	156	42	139	13	1457	6,02
Intermediate	6088	330	406	506	138	7468	30,85
Beginner	3471	14	677	330	223	4715	19,48
Total	11872	9522	1210	1191	419	24214	-

Source: the author's research, according to Work.ua.

So, specialists with a higher level of professionalism, in particular a higher level of foreign language proficiency, ensure a higher level of competitiveness in the labor market. Regional features of the labor market affect the professionalism of the specialist.

The study of the current condition of the labor market allows us to conclude that there is a need among potential applicants to fill vacancies at the appropriate level of ICT skills, including language skills. The introduction of ICT elements in the process of teaching foreign languages for students provides optimization of the content of the educational process, improving the forms and methods of teaching, improving the scientific and methodological

level of teaching, applying an individual approach to teaching, improving the quality and efficiency of educational services.

Similar conclusions are contained in other studies. In particular, Moiseyeva, Usikov & Bilan, (2019) argue that "the higher the qualification reached by a migrant in their home country the greater their fluency in the destination language tends to be in their destination country", "Fluency in the destination language is accompanied with higher wages ». 80% of respondents in the study stated that "their foreign language skills and cultural knowledge have benefited them in their careers" (Grosse, 2004). Specialists with more profound knowledge of foreign languages and a higher level of foreign language skills in successful companies ensure the success of companies in international markets (Enderwick & Akoorie, 1994).

Conclusions

In connection with modern innovations, more attention is paid to the study of foreign languages. It is necessary not only to know grammatical constructions and rules, but also to be able to use language in everyday life.

It is also worth noting that knowledge of foreign languages determines the level of competitiveness of the specialist. After all, the need for communication and cooperation between countries and peoples with different languages is growing significantly.

This study proves three important statements: a specialist must have both communication and grammar skills and knowledge for effective communication; the profession affects the level of knowledge of foreign languages and therefore the profession determines the level of competitiveness of the specialist; for more prestigious professions due to the needs of the labor market is characterized by a higher level of salaries, a higher level of knowledge of foreign languages.

The level of professionalism determines the competitiveness of the specialist. A higher level of professionalism, which includes more skills and competencies, corresponds to a higher level of knowledge of foreign languages. So, specialists with a higher level of professionalism, in particular a higher level of foreign language proficiency, ensure a higher level of competitiveness in the labor market. Regional features of the labor market affect the professionalism of the specialist.

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