

Thus, we believe that it is possible to be able to read the program code by knowing English. Working in the IT sphere becomes easier and more understandable, because it is more convenient to communicate and program in one language.

Список використаних джерел

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FOREIGN LANGUAGE AS AN INTEGRAL PART OF STUDENTS' VOCATIONAL TRAINING IN NON-LINGUISTIC UNIVERSITIES

The conclusion of the Bologna Agreement and the integration of Ukraine into the single European educational space has significantly influenced on the orientation and reorientation of Ukrainian educational standards.

The significant expansion of international, business, economic and cultural contacts observed in Ukraine has led to a change in the needs and goals of mastering foreign languages not only in language but also in non-linguistic institutions of higher education. Modern programs of higher professional education are aimed at a competency-based approach, which is designed to form the key competencies of specialists in any field.

Since the study of foreign languages at the present stage is based on an interdisciplinary integrative basis and is aimed at the complex formation and development of communicative, cognitive, informational, sociocultural, professional and general cultural competencies of students of non-linguistic universities, the ability to translate professional information from Ukrainian into Ukrainian is extremely valuable for professionals of any training profile.

Nowadays, there is a trend in job advertisements when specialists with knowledge of one or two foreign languages are invited. This is evidence that there is a demand for professionals with the appropriate level of knowledge of a foreign language.

In Europe, according to the German Institute for Economic Research, one in five workers uses a foreign language skill in their professional activities. According to the organizers of the International Conference on Foreign Languages and Business Communication in the International Economy, Workshops and Exhibitions (ICWE), which was held under the slogan "Languages and Professions", "intercultural knowledge in economics has long been a competitive advantage but a social necessity." [1].

The above mentioned indicates that knowledge of a foreign language becomes an integral part of the professional competence of specialists with higher education in various fields of training and makes them competitive in the international labor market. All this necessitates qualitative changes in the teaching of foreign languages to students of non-language specialties, in order to improve their level of knowledge of a foreign language and the possibility of its practical use in future professional activities.

According to the State Standard of Basic and Complete Secondary Education, school graduates must meet the B1 + level. According to the requirements of the National English Language Program, bachelors must achieve B2 level, and master's graduates must master a foreign language at B2 + level for specialties that require less complex language behavior and C1 for more complex linguistic competence, depending on the type of professional functions [2].

The complexity of the implementation of the tasks arises due to the specific features that are inherent in non-linguistic universities, namely:

1. Unequal level of training of students and their knowledge of a foreign language when entering non-linguistic specialties of higher education.

2. Low level of motivation of students to learn a foreign language.

3. The complexity of developing a single educational and methodological complex for students of non-linguistic universities who have different communicative competencies in foreign languages.

4. The problem of working with students who at the university are actually forced to start learning a foreign language "from scratch".

5. Strict restrictions on the learning process in time.

6. A long break between completing a foreign language course before the entrance exam to the master's degree.

7. Professional orientation of the foreign language course in accordance with the specialty chosen by students.

Thus, a foreign language for professional communication helps the development of the student, his professional orientation, and is very important today. It has great educational and developmental potential.

References

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THE MECHANISM FOR INTRODUCING HR-BRANDING MARKETING TECHNOLOGIES TO THE HOTEL PERSONNEL MANAGEMENT SYSTEM

Nowadays, there is an intense competition in the labor market in Ukraine, both among potential employers and employees. To have a high image among other companies on the market, hotel companies update the requirements for candidates interested in their vacancies. Such requirements are becoming more stringent and are aimed at finding a talented employee. Not surprisingly, the struggle in the labor market among employers for the best workers is becoming the norm today. That is why the use of personnel-oriented marketing technologies, such as HR-branding is essential for modern hotel businesses.

HR-branding is an activity related to the formation of a unique personnel management system, through which a particular company has the opportunity to gain a competitive advantage