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ENGLISH AS A KEY TO SUCCESS: BUT WHERE IS KEYHOLE?

Introduction. Every day we face various challenges, but not every day do we find solutions. One of the most common problems is the lack of information. How can we overcome this? The answer lies in changing our sources—or even the language of those sources. This is one of the key advantages of learning an additional language. By knowing multiple languages, you can be a part of different communities and benefit from their knowledge and perspectives. Moreover, communication with others becomes significantly easier, considering that more than 15% of the world's population speaks English. Among them, you can certainly find many wise individuals.

The purpose of this research is to highlight the importance of multilingualism, particularly English, in expanding access to information, improving cognitive abilities, and enhancing career and social opportunities. By demonstrating how different languages provide unique perspectives and access to specialized knowledge, the research underscores the practical benefits of language learning in both personal and professional life.

In my research I understand, that changing the language can significantly expand access to information for several reasons. They are the following:

1. Different sources. Information on the Internet is often available only in specific languages. For example, some research papers, news articles, or technical documentation may be published only in English, Chinese, or German.

2. Different search algorithms. Search engines like Google provide different results depending on the language of the query. For instance, searching in English may yield more international sources, while searching in a local language may provide more regional content.

3. Cultural perspectives. Certain topics are better covered in specific countries. For example, there are more materials about anime and manga in Japanese, while German sources may have deeper insights into philosophy and engineering.

4. Translation and comparison. Reading about the same topic in different languages can help understand nuances.

5. Access to unique content. Some websites or forums are available only in specific languages. For example, the Chinese platform Weibo or the Korean search engine Naver contain information that might not be found in the English-speaking web (Shafi, 2025).

There are many researches on the benefits of Multilingualism.

Multilingualism, the ability to speak and understand multiple languages, is becoming increasingly valuable in our globalized world. Learning and using multiple languages not only helps in communication but also brings numerous cognitive, academic, and social benefits (Shafi, 2025).

Cognitive Benefits. Studies have shown that multilingual individuals tend to have better problem-solving skills, enhanced memory, and improved multitasking abilities. For example, research from the American Psychological Association suggests that bilingual people can switch between tasks more efficiently than monolinguals. This is because their brains are constantly managing multiple language systems, which strengthens executive function and cognitive flexibility (Grefenstette, 2021).

Academic and Career Advantages. Being multilingual can significantly improve academic performance. Studies indicate that students who learn additional languages often score higher on standardized tests, particularly in math, reading, and vocabulary. This advantage arises because learning languages enhances critical thinking and analytical skills. In terms of career prospects, multilingualism is a highly desirable skill in the job market. Many multinational companies seek employees who can communicate with international clients and partners. For instance, an individual proficient in English and Mandarin has better employment opportunities аж international business than someone who speaks only one language (Marian, 2024).

Social and Cultural Benefits. Multilingualism fosters cross-cultural understanding and empathy. Being able to communicate in different languages allows people to connect with diverse communities, understand different perspectives, and appreciate cultural nuances. For example, a traveler who speaks Spanish will find it easier to immerse in Latin American cultures, making interactions with locals more meaningful. Additionally, knowing multiple languages can strengthen personal

relationships. Families with multilingual backgrounds can preserve cultural heritage and maintain connections with relatives who speak different languages (Bialystok, 2009).

Conclusion. Multilingualism is more than just a linguistic skill—it is a cognitive, social, and professional asset. By enhancing brain function, expanding career opportunities, and fostering global connections, multilingual individuals gain a significant advantage in today's interconnected world.

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CULTURAL KITSCH IN THE CONTEXT OF VISUAL CULTURE

Kitsch, as a cultural phenomenon, has been a subject of academic discussion for decades, often positioned at the intersection of mass appeal and aesthetic critique. Its omnipresence in visual culture, from everyday objects to high art adaptations, raises essential questions regarding its role, significance, and the implications of its consumption. Whether seen as a diluted form of artistic expression or as a legitimate cultural artifact, kitsch continues to shape contemporary visual and cultural landscapes. This paper explores kitsch's aesthetic strategies, social functions, and its role in shaping mass consciousness.

According to Tomasz Kulka, kitsch is a phenomenon that arises at the crossroads of aesthetic and social needs, putting aesthetic pleasure above the content and semantic depth. According to Väänen, 'kitsch does not offer complex intellectual or emotional depth, but instead appeals to simple, idealised images that evoke emotional pleasure' (Kulka, 1996, 51). Instead of penetrating deeply into cultural contexts or revealing