

Karolina Tymchyk-Pasichnyk

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

Kseniia Kugai

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

FOREIGN LANGUAGE SKILLS AS A FACTOR OF PROFESSIONAL SUCCESS

In today's interconnected world, foreign language skills have become a key factor in career development and professional success. Speaking a foreign language can help you stand out in the job market and attract potential employers. Knowledge of two or more languages not only enhances a curriculum vitae but also provides a foundation for developing additional skills considered important in the workplace. Being multilingual contributes to the development of modern specialists and enhances their ability to work effectively in international environments.

Being proficient in languages can unlock access to new international job markets. Today, working for a foreign company does not necessarily mean moving abroad. The increase in online work during COVID-19 and the ongoing war in Ukraine has enabled professionals to continue their careers while working safely from home. Language skills thus provide a key advantage in accessing global job markets. Even while remaining in their home country, individuals can take advantage of international collaboration opportunities based on their language skills (2).

In the era of globalization, proficiency in foreign languages has become an essential factor in professional activities and career development. In the Ukrainian context, employers recognise language competence as a strategic advantage, appreciating its practical value, especially in internationally oriented industries. Moreover, in Ukraine, as in Europe, people who speak foreign languages usually earn higher salaries and progress faster in their careers, especially in areas such as business, IT, international relations, education, and management.

As discussed during a professional course in neurolinguistics, language learning is associated with increased neural and cognitive activity. Studies have shown that learning new languages stimulates the brain, improving cognitive abilities and memory (Куртай, 2024). These benefits improve problem-solving skills and mental flexibility. Problem-solving, creativity, and empathy are important for any professional. Languages also represent an investment in career development and in enriching personal experiences. For those who enjoy travelling, the ability to communicate in the local language adds comfort, convenience, confidence, and satisfaction when visiting other countries.

English has become the dominant language for global business and international communication. Knowing it is essential for a successful career, however, learning other European languages can give professionals additional advantages and expand career opportunities. In any case, in today's competitive job market, additional language skills allow specialists to participate more effectively in international projects and networks.

French is a working language in many international organizations and plays a key role in European institutions. Professionals who know French have an advantage in working in Brussels, Strasbourg, Geneva, or in French-speaking countries such as Canada, Belgium, Switzerland, and parts of Africa. German, on the other hand, is essential for careers in economic and commercial relations with Germany, Austria, and the German-speaking part of Switzerland and Italy. Spanish is beneficial for people interested in working with Latin America in international organizations such as the Organization of American States (1).

Thus, the analysis confirms that foreign language skills are not just a bonus; they are a necessity for a successful career and professional success in the modern world. They help to find a better job with a higher salary, work internationally without leaving home, and train the brain to be more flexible in solving complex tasks. That is why language competence is the foundation for the development of any modern specialist.

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Sofiia Vaniutina

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

Yana Boiko

*Kyiv National University of Technologies and Design
(Kyiv, Ukraine)*

MORPHOLOGICAL NEOLOGISMS IN ENGLISH MARKETING TERMINOLOGY AND FEATURES OF THEIR TRANSLATION INTO UKRAINIAN

The rapid development of digital technologies and the globalization of business processes lead to a continuous update of the marketing terminology fund. English, as the primary source of innovation in this field, demonstrates high intensity in creating new lexemes to denote modern strategies and promotional tools (Kryvovyazyuk et al., 2018). Researching the morphological structure of these innovations is a prerequisite for their adequate rendering into Ukrainian scientific and business discourse.

Firstly, a key factor in the emergence of marketing neologisms is the productivity of English morphological models. In particular, processes such as **affixation** and **compounding** allow for the prompt creation of terms that meet new market demands. As noted by I. Plag, it is morphological productivity that ensures the linguistic system's ability to adapt to changes within a professional environment (Plag, 2003).

Secondly, the translation of marketing terminology requires special attention to maintaining semantic accuracy and the functional purpose of the term. According to the concept of V. I. Karaban, the translation of professional literature, must be based on a deep analysis of the word's inner form and the context of its usage (Karaban, 2004). This