

GLOBALIZATION OF SOCIETY AS ONE OF THE MAIN FACTORS OF THE NEW BUSINESS COMMUNICATION DISCOURSE FORMATION

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The current state of world development is characterized by a dynamic deepening of the processes of integration of political, economic, cultural life of the world. Now we can observe the rapprochement of different countries and peoples, which has a significant impact on their culture, values, language and speech elements. This process is called "globalization". As a result of globalization, there is an interpenetration of languages, which blurs the boundaries between languages, which is manifested in changes in the lexical, grammatical and syntactic levels of language. Borrowings are primarily distributed through the media and the Internet.

The objective of the article is to investigate the influence of globalization processes taking place in the society on the formation of the latest business communicative discourse. Research *methods*: descriptive method, method of comparative analysis, which make it possible to determine the specifics of the Ukrainian language functioning at the present level and draw conclusions about the material processed.

At the heart of the globalization of official business discourse is the Ukrainian model of society. It is closely connected with the Ukrainian language, which has been fighting for its rights for centuries in order to take a worthy place among the world's languages. That is why attention is paid to the development trends of the Ukrainian language in modern conditions, in particular the issue of language culture.

Globalization determines the prospects for the development of the Ukrainian language today. The consequence of globalization is cultural integration, it is a tool for influencing national culture and language. The processes of globalization can have both positive and negative effects on the language situation, ie it can be argued that globalization has a two-vector nature. There are three globalization tendencies in the development of the Ukrainian language today. The first is the development in Ukrainian of the world space previously closed to it. The second is a change in the status of the Ukrainian language. Now it is in demand in the official business sphere, in the field of education, culture, economics, politics, etc. The third is language policy in Ukraine, strengthening the role of the Ukrainian language as a state-building language.

The modern business sphere is an effective means of transmitting information designed for the maximum audience. Its specificity is determined primarily by its functional nature – to be a means of influence. Business relationships react instantly to changes and events in the world, capture them.

The issue of the culture of the Ukrainian language remains relevant and appears globally in the context of the development of the Ukrainian state. Urgently, this issue manifests itself in the official business style, as the field of office work still uses a huge number of copies of the Russian language and forgets about the actual Ukrainian versions. This problem is due to the functioning of the Ukrainian language in the context of bilingualism. We should not forget that the success of the case depends on the level of language training, on the ability to formulate an opinion correctly. Successfully selected words and explanations make it possible to take into account the situation of business communication, the problem and find a decent solution. Therefore, the arsenal of language tools used by the business sector today has changed and requires a separate study.

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