

комунікації, що є важливою складовою успішного взаєморозуміння на сьогоднішній день.

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## **ROLE OF ONLINE FORUMS DURING EXCHANGING EXPERIENCE AND PRACTICE IN AVIATION ENGLISH COMMUNICATION**

## **РОЛЬ ОНЛАЙН-ФОРУМІВ ДЛЯ ОБМІНУ ДОСВІДОМ ТА ПРАКТИКОЮ В АВІАЦІЙНОМУ АНГЛІЙСЬКОМУ СПІЛКУВАННІ**

**Hlukhovska M. S.**

*Candidate of Philological Sciences,  
Head of the Department  
of Aviation English  
Ivan Kozhedub Kharkiv National Air  
Force University,  
Kharkiv City, Ukraine*

**Глуховська М. С.**

*кандидат філологічних наук,  
завідувач кафедри авіаційної  
англійської мови  
Харківський національний університет  
Повітряних Сил імені Івана Кожедуба  
м. Харків, Україна*

Online forums play a crucial role in facilitating the exchange of experience and practice in the realm of aviation English communication. They create a conducive environment for pilots, aviation professionals, and anyone interested in aviation English to engage in communication and knowledge sharing. Here are several key aspects of their role:

*Community of interests:* Online forums bring together participants with similar interests and a shared goal of mastering aviation English. This fosters an environment for the exchange of knowledge, practical advice and resources [3].

*Learning opportunities:* Forums allow participants to ask questions, receive answers, discuss situations and resolve issues related to using the English language in aviation. This provides an opportunity to learn from one another and from experts in the field [1].

*Language practice:* Forums enable participants to practice the English language in real communicative situations. Participants can use forums to practice their language skills, including writing messages, comments and interacting with other participants. The opportunity to practice English in relevant contexts is extremely valuable for developing language proficiency in both spoken and written forms [5].

*Resources and materials:* Forums often contain useful links to educational materials, glossaries and recommendations for learning aviation terminology. Participants can share helpful resources and recommendations [3].

*Discussion of current issues:* Forums allow discussions on current issues and trends in the aviation industry, as well as linguistic aspects related to them. This contributes to an understanding of contemporary challenges and opportunities in the field of aviation English [1].

*International aspect:* Since aviation is an international industry, forums enable communication with aviators and experts from different countries, aiding in the development of intercultural communication skills and an understanding of various accents and dialects [2; 4].

*Motivation and support:* Forums create a virtual community where participants can find motivation and support in their language learning process. Sharing achievements and receiving positive feedback from others can be highly motivating [3].

*Exchange of experience:* Online forums create communities where pilots, air traffic controllers, and other personnel can exchange their experiences and stories using English. This allows them to learn communication insights and problem-solving from one another.

*Learning terminology:* Forums also help participants familiarize themselves with aviation terminology, as they often discuss specific aspects of the aviation field, such as procedures, safety and technical matters [6].

*Diversity of perspectives:* Forums typically have participants from different countries and cultures, providing a wide range of perspectives and language practices. This contributes to a better understanding and adaptation to different linguistic variations.

*Relevance of information:* Forums provide access to up-to-date information regarding terminology, rules, and standards used in aviation

English. Participants can provide links to resources and documentation to support learning [3; 6; 7].

*Support and motivation:* Forums create a supportive atmosphere for encouragement and motivation. Participants can receive support from like-minded individuals, share success stories, and inspire each other in their continued learning [2; 3].

*Questions and answers:* Forums provide the opportunity to ask questions and receive answers from experienced colleagues. This is especially useful for addressing specific language issues and receiving recommendations for skill development.

*Networking:* Forums contribute to building networks among aviation professionals from different countries and companies. This can be beneficial for exchanging ideas, finding opportunities for collaboration, and even discovering new job opportunities [5].

*Analysis of real situations:* Forums often contain stories and analyses of accidents, incidents, and other events in the aviation world, where the role of English language is crucial. This can be valuable for learning how to effectively use language in aviation situations [4; 6; 7].

*Access to expertise:* Forums may actively involve and share experiences of aviation experts, pilots, airlines, and educational institutions, providing valuable advice and answers to questions.

*Important resources:* Forums can also serve as important sources of information, where participants can find links to educational materials, online courses, and useful applications for learning aviation English [2; 3].

All of the above aspects make online forums a valuable resource for aviation personnel seeking to improve their language skills and communicate effectively in English within the aviation context. They facilitate the exchange of experience, skills and knowledge crucial for safe and effective communication in the aviation industry. Online forums play an important role in deepening the knowledge of the scientific and technical community in this field.

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## ETHICAL AND LINGUISTIC CHALLENGES IN GLOBAL BUSINESS COMMUNICATION

### ЕТИЧНІ ТА ЛІНГВІСТИЧНІ ВИКЛИКИ В ГЛОБАЛЬНІЙ БІЗНЕС-КОМУНІКАЦІЇ

**Ishchuk A. A.**

*Candidate of Philosophical Sciences,  
Associate Professor,  
Associate Professor at the Department  
of the Germanic Languages  
Dragomanov Ukrainian State University  
Kyiv, Ukraine*

**Іщук А. А.**

*кандидат філософських наук, доцент,  
доцент кафедри германських мов  
Український державний університет  
імені Михайла Драгоманова  
м. Київ, Україна*

The growing interconnectedness fostered by globalization has fundamentally transformed the realm of business communication, with language serving as a key facilitator of this change. As organizations venture into diverse cultural environments, the necessity for a universal means of communication has elevated English to a prominent position, especially in its specialized form known as Business English. This tailored variant addresses the specific needs and complexities of cross-cultural business interactions, enhancing clarity and understanding in a global marketplace. The growing diversity in business interactions presents challenges, as General English often falls short in meeting the intricate demands