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FOREIGN LANGUAGES AND SOCIAL NETWORKS AS THE PROMOTION TOOLS OF PROFESSIONAL ACTIVITY

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Introduction: A social network is a social structure made up of social actors (such as individuals or organizations), sets of dyadic ties, and other social interactions between actors. Today we perceive a social network as a platform, an online service designed to build, reflect and organize social relationships. The key outstanding qualities of a social network are the ability of network professionals to talk about personal interests and share them with others. All these factors make it possible to argue that social networks are considered not only a means of communication, but also a global marketing tool. Nowadays, a lot of people are trying to earn money on the Internet, or rather on such social networks as: TikTok, Instagram, and YouTube. According to the statistics, the users of these social networks are citizens of countries all over the world and thanks to foreign languages (in particular English), it facilitates communication with foreign counterparts in their professional activities and thereby to promote their work abroad.

Research questions: The article investigates the following research questions:

1. How can social media help users to develop in their professional career ladder?
2. How do foreign languages contribute to the promotion in social networks?
3. Why does English serve as a main communication liaison between people?

1. Every year social networks are gaining immense popularity and today they have already been listed as a completely autonomous part of the Internet. In particular, the most common method of making money in social networks is to generate income from the creation of groups aimed at a specific topic or various applications. If we are talking about forming a group, then it should at least correspond to the interests of the majority of users, and also attract the subscribers' attention with the help of any unusual promotions and offers. Naturally, the most difficult stage is, perhaps, not just attracting the audience, but rather maintaining it. Therefore, there must be constant activity in the group; otherwise, its existence may be threatened. The superior examples would be such social networks as: TikTok, Instagram, YouTube, since the activity on these platforms is significantly high.

TikTok is mainly used by the young generation accustomed to the entertainment content.

But this does not mean that there are no adult, paying clients in this network. They exist, simply to a lesser extent than young people, who, by the way, actively comment and willingly participate in various interactions.

Instagram is the most actively developing social network over the past few years, built on the visual content.

Target audience: 60% - female and 40% - male users. It is an ideal platform to sell products at a good price. Although advertisements even for cars occasionally slip, it is most likely more for the image.

More than 1.9 billion authorized users visit YouTube every month. The YouTube platform is available in 91 countries. A consequence of this is that almost all firms have learned to implement here, building integral mechanics of attracting interest and enhancing trust in their own product. In the video, it is possible to demonstrate and impressively show the outstanding qualities and features of the product, to show how the service is arranged, to visit the company, to talk to its director or satisfied customers [1].

2. The creation of a circle of interests is one of the most positive points of influence of social networks on society. No matter what people are fond of, there is no doubt that they will definitely find their like-minded people on the social network. For this, there are interesting communities and groups in which you can make certain purchases, exchange something and even find a job.

It is undeniable that the main argument in support of the knowledge of foreign languages is that there is an opportunity to promote their works in the social sphere and bring them to the world market, as well as in the future to collaborate with world-famous brands.

One of the most striking examples of this is outstanding Kazakh DJ and music producer Imanbek, an ordinary young man from Aksu. He released a remix of the little-known song "roses" by Saint Jhn's on his pages in social networks, which went viral all over the world. All along of that he succeeded high achievements in his career. On 12 February 2021, Imanbek released Bang, a collaborative 4-track extended play (EP) with English singer Rita Ora. It was released simultaneously alongside its lead single "Big" with French DJ David Guetta and featuring American rapper Gunna. Argentine trap artist Khea features on the song "Mood" which also appears on the EP. On 15 March 2021, Imanbek won a Grammy for his remix of "Roses", becoming the first-ever person from the former Soviet Union, the first ever person from the Commonwealth of Independent States to win a Grammy in a category which is not classical music and the first ever person from Kazakhstan to win a Grammy [2].

It can be observed that knowledge of a foreign language and perseverance on online platforms helped him to achieve heights and make his dreams come true.

3. At present, six languages have international status. These are the official languages of the UN: English, French, Russian, Spanish, Arabic and Chinese. Knowledge of these languages is elite, and the study of them is widely advertised. At the same time, English occupies an exceptional position among the other so-called global languages. The following definitions and attributes can be exceptionally applied to English: "world", "global", "international", which testifies its position and role in the modern world [3]. The world community has made a choice in favor of English as the language of international communication and that is why English is a leading language of communication in social networking sites.

Research analysis and results. While doing our research, we conducted a survey in Instagram among our subscribers about "foreign languages and work in social media" and analyzed their involvement in this topic. The number of respondents: 20.

Diagram 1. Would you like to make money on social networks?

Diagram 2. Do you think that social media is vital to implement your business plans?

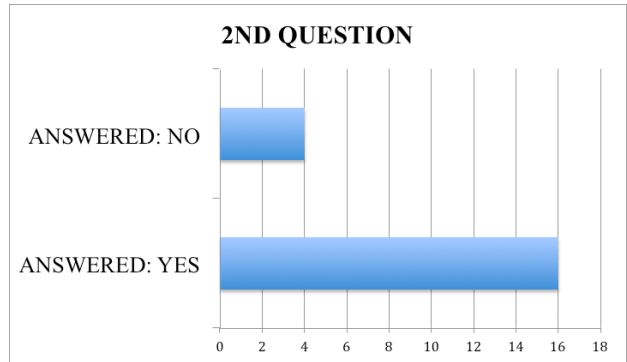
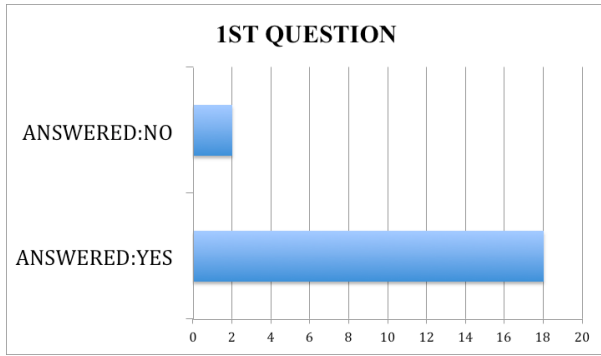
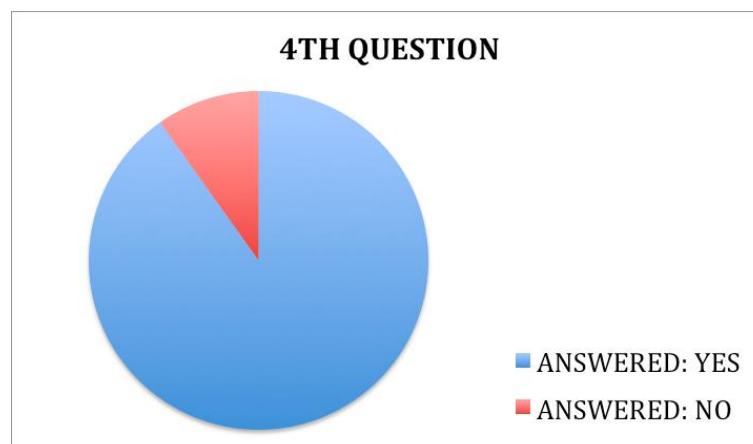


Diagram 3. Do you find it necessary to speak English fluently in the globalization of business activity?



Diagram 4. Have social networks helped you to improve your English?



Summarising the main points of the results in our survey, we came to the conclusion that the trend in the development of professional activities in social media is quite relevant today and people reckon that the English language is necessary to promote business and career growth.

Conclusion: Based on the conducted research, it can be concluded that knowledge of foreign languages plays a global role in the business industry, which gives a great chance to enter the world market. Likewise, we have found out that English in social media helps to improve its level through constant communication with foreign representatives, by the reason that on the assumption of statistics, it is the global language not only in the real world, but also in the virtual one. In any case, a foreign language is the basis of professional training, the framework for the selection of techniques, and by virtue of the foreign language a professional thesaurus is created. A first-rate command of a professional foreign language for modern specialists is one of the conditions for successful work.

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