

IMPROVING BUSINESS ENGLISH WRITING SKILLS: METHODS FOR PROFESSIONAL SUCCESS

РОЗВИТОК НАВИЧОК ДІЛОВОГО ЛИСТУВАННЯ АНГЛІЙСЬКОЮ МОВОЮ: МЕТОДИ ДЛЯ ПРОФЕСІЙНОГО УСПІХУ

Modern-day foreign language skills are increasingly prominent. Professional language skills give an advantage in certain professional fields to promote one's career. Business writing skills are valuable business tools for professionals working in a variety of business fields, and the main purpose of teaching business English writing skills in business English courses is to help students on their way to be successful in their writing performance. This paper aims to address one of the most important language skills in a business context and to explore teaching methods and techniques that might be effectively applied in a competitive business environment. This current research highlights the importance of addressing these specific writing challenges in business English education and provides insights for language learners to develop various strategies and materials. It aims to explore effective ways of encouraging language learners to use their professional language skills in a business context by demonstrating how to develop writing skills. One of the method is the capacity to engage with a foreign language text is crucial in the writing instruction process. The type of the text may provide students with the opportunities to practise writing in English in business context. Focusing on grammar and style is also inevitable in developing Business English writing skills. As it has been revealed, inaccuracies in writing may lead to failure in communication. Precise paragraphing, spelling, punctuation, using special terms are all the necessary elements of written text in business. Furthermore utilizing online resource offer immediate feedback for language learners to develop their business writing skills. Foreign language teachers have a vital role in developing students' language writing skills in business context as well. They facilitate the whole process of learning Business English to be a professional in various fields of business.

Key words: Business English, writing skills, professional, business context, methods, challenges in writing.

Знання іноземних мов у сучасному світі набуває все більшого значення. Професійні мовні навички дають перевагу в певних професійних сферах для просування по кар'єрних схо-

дах. Навички ділового листування є цінним бізнес-інструментом для професіоналів, які працюють у різних сферах бізнесу. Основна мета навчання діловому листуванню на практичних заняттях з ділової англійської мови – допомогти студентам досягти успіху в письмовій діяльності. Ця стаття розглядає одну з найважливіших мовних навичок у діловому контексті, а також методи і прийоми викладання, які можуть бути ефективно застосовані в конкурентному бізнес-середовищі. Дане дослідження підкреслює важливість вирішення специфічних проблем ділового листування у процесі навчання ділової англійської мови, та надає інформацію для тих, хто вивчає мову для розробки різноманітних стратегій та матеріалів. Стаття має на меті дослідити ефективні способи заохочення тих, хто вивчає мову, демонструючи, як розвивати навички письма. Одним із таких методів є здатність працювати з іншомовним текстом, що має вирішальне значення в процесі розвитку навичок письма. Тип тексту може надати студентам можливість практикувати письмо англійською мовою в діловому контексті. Зосередження на граматиці та стилістиці також неминуче при розвитку навичок письма ділової англійської мови. Як було виявлено, неточності в письмовій мові призводять до невдач у комунікації. Точне розбиття на абзаци, орфографія, пунктуація, використання спеціальних термінів - це всі необхідні елементи письмового тексту. Крім того, використання онлайн-ресурсів дозволяє студентам, які вивчають іноземні мови, отримати негайний зворотній зв'язок і розвинути свої навички ділового листування. Викладачі іноземних мов відіграють важливу роль в розвитку у студентів навичок письма в діловому контексті. Вони полегшують процес вивчення ділової англійської мови для студентів, щоб стати професіоналом у різних сферах бізнесу.

Ключові слова: ділова англійська мова, ділове листування, навички письма, професійна, діловий контекст, методи, складності в письмі.

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Introduction. Problem statement. Thesedays, the estimated number of people who want to learn foreign languages has increased significantly. English has a great impact on providing opportunities for future professional development not only within Ukraine but also around the world. The reform of the Ukrainian higher education system currently emphasizes foreign language teaching with a high proficiency Learning a foreign language on non-linguistic specialities is an important part of higher education. It has many advantages and might offer additional opportunities in a future career. Today, Business English course is a relevant issue in foerign language taeching. Business

writing literacy are essential assets for professionals across several business sectors, and the primary objective of imparting writing skills in Business English courses is to facilitate students' attainment of superior writing performance.

Analysis of recent research and publications. Having analysed some methodological research and academic publications, it is worth emphasising that there are various professional directions and technologies for teaching English in Ukrainian higher education. Some researchers have developed a number of methodological norms and recommendations for training students of non-linguistic specialities, which

point to the importance of creating a motivational basis for learning new lexical and grammatical material in the context of teamwork in practical classes (K. Vasylieva) [1], the peculiarities of teaching a foreign language for professional purposes for students of non-linguistic specialties (U. Ketsyk-Zinchenko, O. Korzh, A. Zakharzhevska) [2; 3], as well as the use of individual research methods in teaching English to students of non-linguistic faculties (A. Kotova, K. Voronina, O. Lenska) [5]. In recent years, there has been a lot of research on how to develop writing skills in business English, with a particular focus on banking and financial services. The primary objective of Business English courses is to assist students in achieving high-quality writing performance, as business writing skills are potent instruments for professionals in a variety of business domains [Budincic]. Various research has been conducted on both the opportunities and challenges of developing literacy. A current issue is how to develop business English literacy, and what methods and techniques might be used to improve it [6, 7, 10].

Identification of previously unresolved parts of the general problem. The academic community is constantly searching for ways to improve and modernise the system of teaching English to students studying at Ukrainian universities. Among all the aspects of foreign language teaching, developing Business English writing skills is an actual topic. In business environment proficient language skills are required to make business in a successful way. Written communication remains one of the priorities in business.

The aim of the article is to describe the peculiarities of Business English writing skills, and importance of them in the modern business context. It also investigates the methods might be effective in Business English literacy.

Presentation of the main research material. In the process of teaching Business English, different approaches and methods might be used, depending on the students' specific needs and their field of study. The main components of foreign language teaching are listening, reading, speaking and writing. The main goals of teaching Business English to students on the faculty of banking and finance help them to adapt to the specifics of any type of future professional activity, including:

- Communication. The ability to communicate effectively in English give many professional opportunities. Many companies and organisations operate internationally and are looking for employees who can communicate effectively with clients and partners from other countries.

- Intercultural competence. Studying a foreign language, particularly English, helps students to understand other cultures. It allows them to be more adaptable to the international environment.

- Additional professional opportunities. Knowledge of English can be an additional advantage in the job search process. Many employers value employees who can work with clients and partners from other countries, which allows them to expand the range of available vacancies for students of non-language majors.

In the current article the focus is on the importance of developing Business English writing skills among students. The primary aspect of learning process is forming motivation to master a particular activity. In order to improve the process of motivation formation, the teacher should promote the creation of a learning environment in the classroom in which students feel an internal need to learn and improve themselves. This might be achieved when students choose their own goals and make efforts to achieve them. The necessary conditions for motivating students to master a certain type of activity, including writing skills, are: student's curiosity, desire to satisfy curiosity, desire to improve themselves, as well as perseverance in achieving the goal [1, p. 54].

According several academic research, there are three types of motivation: extrinsic, intrinsic and deep internal. Extrinsic motivation is characterised by the fact that students participate in the learning process for the sake of recognition, high grades and praise. However, they have little interest in self-development and work for the short term and are primarily interested in earning praise or not receiving a low grade. In this case, the student needs to work on his or her development and improvement of knowledge. Intrinsic motivation is characteristic of students who set their own goals and aim to achieve them in learning English. In this case, the student develops a deep interest in learning and self-development. Such a student does not pay much attention to the scores achieved, but succeeds in their studies due to their inner interest in acquiring new knowledge of a foreign language, the desire to achieve a goal, etc. Intrinsic motivation consists of motivation and motives. It depends on the student's own desire to learn, to learn new things and to develop continuously [1, p. 54-55].

To increase motivation in the process of developing writing skills in Business English, teaching should be focused on the practical application of a foreign language in future professional activities. real-life situations are required to reflect that students may encounter in their professional practice. Additionally, interactive exercises, role-playing, debates or dialogue writing are used to improve speaking and listening skills. Additional online resources such as multimedia, songs, films and videos might also be useful to improve listening and comprehension skills. Using such resources, students practise taking notes on the texts or videos they have listened to. It is also important to provide them with opportunities to practice writing in English in real-life situations, such as

internships, exchange programmes. Professionals are required to translate precisely from one language to another in a particular field of business, as well as the ability to use the language to exchange written and oral messages with foreign partners, and to have spontaneous conversations on professional topics with native speakers. This level of language proficiency requires specialists not only to know and understand the patterns of construction of the form of a foreign language utterance, but also to have a deep understanding of the foreign language culture and realities [2, 6, 8].

In the process of teaching writing, the ability to work with a foreign language text is very important. Business English writing includes a wide range of texts for instance business emails, business reports, CVs, advertisements, application letters, memorandums, business proposals [9]. The main task is to develop written skills to correctly compile and format documentation, reports, reviews, papers and articles; to develop readiness to communicate in English to solve professional problems, as well as the ability to independently compile and present projects of research and development work [3, p. 209-210]. When teaching written communication in Business English course, it is necessary not only to explain the structure of, for example, a business letter and introduce them to the lexical items typical for it, but also to give an idea of how certain inaccuracies in writing might be perceived by a native speaker, what mistakes may lead to the failure of communication. Correct paragraphing, spelling, punctuation, using appropriate jargon are all the compulsory elements of written text in business [8]. According to one of the study the most common errors in business writing are grammatical errors, and errors in conveying business messages in content. The main factors contributed to the errors were the lack of practice writing in business context, difficulties understanding business concepts and time constraints [9]. Students may face the following typical difficulties during foreign language learning: attempts to translate an idea from the student's first language into English, following an identical sentence structure and narrative in general (in this context, first language is understood as the native language of the English learner); not sufficiently convincing arguments due to lack of awareness of the peculiarities of the structure and logic of presenting English-language material in writing; lack of ideas about what to write about and how to write it; literacy in the use of English (how correctly a student uses a particular language system, including grammar, vocabulary and pronunciation); inability to notice their own mistakes [4, p. 156].

To acquire Business English writing skills even more effectively, it is important to engage in research activities during their studies at a university. Students' research activities are initiated and supervised mainly

by teachers of specialised departments. These activities are usually carried out through term papers and bachelor thesis, students' participation in scientific student clubs, societies, seminars, conferences, competitions. At the same time the role of English language should not be underestimated. They have a deep impact on preparing students to present their own research in a foreign language, to build sentences correctly when answering questions, and to use the necessary clichés and constructions when writing academic papers in English [5, p. 95].

Having analysed all the peculiarities of preparing non-native speakers for writing in English at a university, there different aspects are identified that help students improve their English writing skills. Frequent reading English-language materials such as books, articles, blogs will help students become more familiar with sentence structure, expand their vocabulary and learn the correct patterns of expression. The regularity of writing texts is inevitable. Starting by writing short texts, such as a daily journal or blog, and gradually move on to more complex formats, such as business letters. The next essential component is to focus on English grammar and style. An in-depth study of grammar rules and style will support students' business writing skills using correct sentence structures, reproducing different writing styles. Using online resources may enhance writing techniques in Business English as well. Some of them provide samples in business context. Participation in written dialogues is also useful, students might receive immediate feedback. These methods might support developing Business English writing skills.

Conclusions. In general, Business English language teaching is special part of foreign language teaching. It aims to develop communication skills, intercultural competence and create additional opportunities for their future careers. The current research paper has provided the insights into developing English writing skills in business context. The findings highlight the main opportunities and challenges of teaching these skills.

Research perspectives. A number of researches has been conducted on the relevant issue, but there are still gaps in the ways of developing English writing skills in business context. For further research, it is recommended to find out more information about factors contributing writing errors and to explore the effectiveness of the methods mentioned in the current article.

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