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## **Role of Literary and Linguistic Studies for the Career in Global Enterprises**

When you study literature, you develop your comprehensive written and spoken communication skills, you're able to argue a point, frame a narrative and analyze various levels of meaning. The most important question to be asked while studying literature is «what can you do with a degree in literature once you graduate?». There is a wide range of subjects a student can do, as a degree in literature can be found useful in more or less every industry, filling a variety of roles – from editor to academic, specialist in human resource, legal advisor, manager, interpreter/translator. Literary degree graduates are often found in the fields where strong communication and written skills are top priorities; for example, within the worlds of media and publishing. So, literature degrees offer lots of potential paths. If a literature graduate wants to make career in the media sector, it is possible to work on television, newspapers, news blogs, advertising, PR etc. Even if it is often intersecting with the media world, publishing constitutes a distinct sector. Literature graduates entering publishing careers may be involved in a variety of areas, including administration, production, editorial, marketing, public relations and sales. This type of degree can be a great way to develop the academic knowledge and communication skills needed for teaching and academic career. Other common careers with a literature degree include librarianship, archiving, bookselling, information and research, tourism, events management, social work, youth work, probation work, human resources, retail management and sales (Conti, Gourley, 2014).

Another path to develop is a career in industry. Not all jobs in business are based entirely on numbers. Hard work, communication skills,

strategy, leadership will augment your chances of progress, it will give you the possibility of gaining on-the-job training and further qualifications depending on the employer. Skills acquired during Erasmus Mundus Master course in literary studies such as written and other communication skills, understanding complex ideas and theories, research can be applied to different careers. Now, let's analyze experience in global enterprises I would like to share: Verallia ([ua.verallia.com](http://ua.verallia.com)) and Lener Cordier ([www.lenercordier.com](http://www.lenercordier.com)). Verallia is a leading global producer of glass packaging for wines, spirits and food. In Ukraine, Verallia is located in Rivne region. The policy of this global enterprise is based on 9 principles: professional commitment, respect for others, loyalty, integrity, solidarity, respects for the law, caring for the environment, worker health and safety, employee rights. Verallia tries to encourage personal growth and professional development of its employees. They are encouraged to develop new ideas, new approaches and new abilities. The company supports talented people by building teamwork skills that contribute to the success of the company. Verallia is a third global producer of glass packaging for food and beverages. Its operational model is based on the combination of the strength of its international network and the close relations with customers. It has industrial facilities in 13 countries, commercial presence in 45 countries and has 5 technical and 12 product development centers.

Lener Cordier (Uklenko) is a global ready-to-wear manufacturer specialising in outerwear. Its strength lies in their canny combination of savoir-faire, design and manufacturing tools guided by a single word: quality. Export-oriented force opens global opportunities for Lener Cordier. Every project in this enterprise develops creations, development or controlled pattern cutting, following all the steps, from prototyping to final control and onsite deployment.

During the work, we can observe how particular the technical translation and interpretation are. This type of translation requires the translator to use special methods and ways, necessarily choosing the same functional style in the target language. In scientific-technical style, terminology and special vocabulary play a leading role. Technical translation is one of the most in demand services in the sphere of

translation. It is connected with the modern era of globalization and the constant necessity of development. The most peculiar features of this type of translation are its substantiveness, logicity, clear connection between main idea and details, accuracy, objectivity and clarity. Terms used in scientific-technical style must provide clear and accurate definition of real objects and phenomena, they must be monosemantic, context-independent, must have its own precise meaning determined by its definition, person who uses the term doesn't have to clarify its meaning in different contexts (Malmkjaer, Windle, 2012).

Scientific-technical style uses the same phrases and morphological forms as any other functional styles but it has tendency for brevity, conciseness of statement, wide use of elliptical constructions. Specificity of this translation requires from a translator a lot of experience, linguistic intuition, professional knowledge. A specialist must have a multifaceted background and a high level of knowledge of the subject and relevant terminology. Cultural understanding is a key factor in technical translation, it is as important as the linguistic one. In the global era, technology contributes to the global communication and the need of people from multiple cultures and nations to fully understand documentation accompanying a piece of the said technology also grows. Technical translation is a balance of art and science influenced by theory and practice.

Work of oral interpreter has some particular features. Sentences which are a subject of translation are pronounced singly, and an interpreter does not have possibility to correct anything during translation. In the process of oral interpretation a large role is played by memory, in particular by a short-term memory that allows to memorize information for a few seconds. Due to a reiteration, information passes from a short-term memory to a long-term one. During verbal translation there are situations, when an interpreter can correct speech of speaker. It touches, foremost, the transmission of emotions and feelings. A verbal translator must understand well that the intonation models of the foreign language and intonation of the mother tongue must not influence on sounding of oral translation. The rate of verbal translation must correspond to the rate of speech of speaker (Hatim, Mason, 2005).

There are two ways of oral translation, known as consecutive and simultaneous. Consecutive interpreter participates in the process of negotiations and influences on their character, mood and result. A consecutive interpreter is a competent participant of any measure, a human factor in this work is extraordinarily important. Many people (if not majority) feel shy to talk publicly and feel uncertainly on business negotiations with foreigners. An interpreter for them often is a real rescue. Therefore a successful interpreter must possess corresponding features, be able to feel an interlocutor, able to smooth out conflict situations and able to perceive the aim of the client. In addition to an oral translation, an interpreter should serve as a bridge between people, passing their tone, hints, emotions. Work of interpreter is especially difficult in case of tense, conflict negotiations. In this case a translator must possess not only high professionalism but also diplomacy. An oral interpreter must simultaneously deal both with a language and with people.

The simultaneous translation has the most difficult task – immediate translation to other people. The translator must think quickly and not lose concentration. One of key skills that a simultaneous translator must demonstrate is an ability to take decisions. Consecutive translation is executed on negotiations, during legal proceedings. Key skill during consecutive oral translation is the exact memorizing of the speech that has been just said. Features of temperament, ability to command attention and activity, high level of memory, developed range of interests, ability to read non-verbal information and to re-act operatively in non-standard situations are important for effective work during oral translation. A verbal translator must also be able to put the emotions in translation, tone of conversation, he must feel and pass the feelings of interlocutors. He should be a diplomat, able to occupy an objective position in the process of negotiations.

A verbal translator must also constantly control the situation around and the emotions, as he is the first trusted person, original “source of information” in the situation of the communication. In some situations, interpreter can become a cultural mediator. A cultural mediator is a person who facilitates communication, understanding and action between

persons or groups who differ with respect to language and culture. The role of the mediator is performed by interpreting the expressions, intentions, perceptions, and expectations of each cultural group to the other, that is, by establishing and balancing the communication between them. In order to serve as a link in this sense, the mediator must be able to participate to some extent in both cultures. Thus a mediator must be to a certain extent bicultural (Katan, 2004, p. 17). As mentioned by Pochhacker, conceptual references are inseparable from the overall cultural, social and political system and the language in which they are expressed. In other words, culture determines the way people think, act and interact (Pochhacker, 2004, p. 50). Interpreter should communicate the cultural code, a specific way of viewing and understanding the world around us and the context in which we insert everything we say. Sharing the same language is not the only key to establishing a satisfactory interaction between different people. We also communicate via non-verbal messages. An interpreter should express knowledge and assure qualified communication

Not only is the knowledge of foreign languages needed in the world today but also multilingualism. It increases access to information, eases travel and is used on a daily basis in training and work. The 21<sup>st</sup> century is called a century of globalization, a process of economic and political unification. Master CLE prepares students for this modern world by studying in two or three countries. Globalization also means intensification of contacts between individual countries and cultures; people need a medium for the contacts and communication across all national, language and cultural boundaries, for work with changing business partners or operating locations and for collaboration in multilingual groups. Knowledge of foreign languages always involves cultural knowledge. Despite the mobility and global communication common today, modern societies and their citizens still have to learn to deal with foreigners in order to live together peacefully and productively. Foreign language teaching makes a major contribution towards this (Malmkjaer, Windle, 2012).

At present, job market needs workers:

- who can operate simultaneously in multicultural and multilingual contexts and in the bilateral relations;
- who can use other languages to gain access to information and acquire knowledge;
- who can learn other languages in order to open up new knowledge, new contacts and new markets;
- who can work with groups of people who speak a different language and are of different cultural origin.

Studies and research in humanities are really very important and play a huge role in the development of human kind. We learn how to think creatively, critically, to reason and to ask questions, we learn about the values of different countries which help us to understand the world we live in and give us tools to imagine the future. Studies in the Humanities might provide the ideal foundation for exploring and understanding the human experience and help you to think about the meaning of democracy. The humanities develop informed and cultured citizens, help us see the interconnectedness of all areas of knowledge, develop a global perspective, deepen your understanding of other's cultures. While studying humanities, a student becomes familiar with the creative ideas from great minds outside of science, gains knowledge of foreign languages and cultures, it strengthens the ability to communicate and work with others. During the era of globalization, this is seen as an asset for a successful career in commerce and industry, it is also useful in science and medicine. Studies and research in humanities may also help understand the impact that science and technology have had on society and understand the future scientific needs of society, finally there is no separation between science and humanities. Work in 2020s will be based on three principles: multiculturalism, multifunctionality and globalization.

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