

or to complete some independent projects. Modern design requires knowledge and use of various software. The most popular of them, like Photoshop or Illustrator, have translations into different languages, but the others often have only an English version.

In order to use free all available tools for creating unique designs, it is important to understand this language. Of course, using icons or hints with illustrations can help to comprehend the purpose of the tool in these programs, but knowing English can speed up the process of work.

Another useful effect of learning English is the training of our brain. During the work a graphic designer has to analyze the data and needs of a client, to come up with something new to solve the problem. Learning a foreign language strengthens our cognitive and analytic abilities. This can be challenging and requires a lot of mental effort, but it speeds up the process of problem-solving. Research from a 2012 Swiss Study shows that learning a new language changes the structures of a brain, having an impact on the areas of a brain that control memory, conscious thought and it can make you more creative. Our memory is impacted by language learning as well. It is a well-known fact that the more the brain is used, the better it functions. A new language requires not only familiarity with vocabulary and rules, but also being able to recall and apply this knowledge in practice. The process of learning a language gives our memory a good workout. Consequently, learning English will be a benefit to our brain both in our professional and everyday life.

Finally, if a designer wants to get a job in a company, one of the main requirements will be the knowledge of English. The emergence and growth of information technology made it necessary to be proficient in this language. This can be explained by the fact that a graphic designer has to respond to emails, take part in meeting calls with colleagues, write reports, etc. Also, quite often, companies take part in international conferences and competitions, where communication in English is unavoidable. The knowledge of more than one language describes you as an employee who is eager to learning something new and develop professional skills. Having this trait will help you advance in your career and get respect of your coworkers.

English has become a must-have in many spheres of our life and graphic design is not an exception. This language is required for work, communication, training, and development. Knowledge of English will not only speed up the process of a graphic designer's work, but will make it easier as well. Since this language is very popular in the world, it will be quite easy and interesting to study. There are plenty of learning resources including coursebooks and TV programs in English about graphic design that will contribute to language improvement as well as professional self-development of a future graphic designer.

V. Radieva

INTERNATIONAL TOURISM: ITALY AS A COUNTRY OF A GREAT CULTURE

B. Радєва

МІЖНАРОДНИЙ ТУРИЗМ: ІТАЛІЯ — КРАЇНА ВЕЛИКОЇ КУЛЬТУРИ

Italy is a great country to visit at any time of the year. Not only natural and architectural beauties are waiting for you here. It is also a great opportunity to taste national dishes. There are many noteworthy things in the culture of Italy. This country is the successor of Ancient Rome, and a reminder of it — the preserved architectural monuments, some of which were built before our era. It's definitely worth highlighting — the Pantheon, the

Colosseum and the Roman Forum. Italian culture has produced many great and famous people such as the artists Leonardo da Vinci, Michelangelo Buonarroti, Raphael Santi, as well as famous actors: Sophia Loren, Ornella Muti, Monica Bellucci, Adriano Celentano, Marcello Mastroianni.

The cuisine of Italy has been formed over the centuries under the influence of the cuisines of neighboring countries. The united Italy appeared on the map of Europe a little more than 100 years ago thanks to which the national cuisine of Italy absorbed the best of Ligurian, Milanese, Sicilian, Neapolitan, Calabrian and other cuisines.

The northern regions of Italy have long been engaged in cattle breeding, so they mainly used milk, meat and butter in their cuisine. In the south, where there were no pastures, but a mild climate provided a stable harvest of vegetables.

The main products that are very often used by Italians in the preparation of dishes include various vegetables, seafood fish, beef, poultry, legumes, various types of cheeses, mushrooms, pasta, rice, olives, fruits and berries. A characteristic feature of Italian cuisine is the love of herbs.

It is noteworthy that many Italian culinary traditions were brought not by professional chefs or housewives, but by people associated with architecture. Ice cream, according to legend, was invented by an Italian architect. This is explained by the fact that artists, creative people, have never been afraid to experiment. As a result of these experiments, masterpieces appeared, including culinary ones.

Italy has a long tradition of winemaking, using its grape varieties and its methods, which are becoming more and more famous in the world. Even when Italian winemakers use international varieties such as Cabernet Sauvignon or Chardonnay, they give the wine the unique "Italian accent".

To sum up, Italy is one of the most attractive and interesting country in the world for the international tourism.

A. Pyroh

THE CULTURE OF PROFESSIONAL AND BUSINESS COMMUNICATION IN THE UNITED STATES OF AMERICA

A. Пирог

КУЛЬТУРА ПРОФЕСІЙНОГО ТА ДІЛОВОГО СПІЛКУВАННЯ В США

Professional and business communication in the American society is characterized by a formal and direct approach that emphasizes clarity, efficiency, and professionalism.

The process of communication is considered as a critical aspect of business success and is, therefore, taken seriously by professionals at all levels of the organization. One of the most important aspects of the American business communication is the emphasis on its efficiency and speed. In a fast-paced globalized economy where decisions need to be made quickly and projects need to be completed within tight deadlines, professionals are expected to be able to communicate in a clear, concise, and direct manner. This often means avoiding long-winded explanations or pleasantries and getting straight to the point in order to maximize productivity and effectiveness.

Another key feature of the American business communication is the use of formal titles and honorifics. Depending on the industry or profession, it is often customary to address colleagues, clients, and customers using their formal title, such as "Dr." or