

According to the State Standard of Basic and Complete Secondary Education, school graduates must meet the B1 + level. According to the requirements of the National English Language Program, bachelors must achieve B2 level, and master's graduates must master a foreign language at B2 + level for specialties that require less complex language behavior and C1 for more complex linguistic competence, depending on the type of professional functions [2].

The complexity of the implementation of the tasks arises due to the specific features that are inherent in non-linguistic universities, namely:

1. Unequal level of training of students and their knowledge of a foreign language when entering non-linguistic specialties of higher education.

2. Low level of motivation of students to learn a foreign language.

3. The complexity of developing a single educational and methodological complex for students of non-linguistic universities who have different communicative competencies in foreign languages.

4. The problem of working with students who at the university are actually forced to start learning a foreign language "from scratch".

5. Strict restrictions on the learning process in time.

6. A long break between completing a foreign language course before the entrance exam to the master's degree.

7. Professional orientation of the foreign language course in accordance with the specialty chosen by students.

Thus, a foreign language for professional communication helps the development of the student, his professional orientation, and is very important today. It has great educational and developmental potential.

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THE MECHANISM FOR INTRODUCING HR-BRANDING MARKETING TECHNOLOGIES TO THE HOTEL PERSONNEL MANAGEMENT SYSTEM

Nowadays, there is an intense competition in the labor market in Ukraine, both among potential employers and employees. To have a high image among other companies on the market, hotel companies update the requirements for candidates interested in their vacancies. Such requirements are becoming more stringent and are aimed at finding a talented employee. Not surprisingly, the struggle in the labor market among employers for the best workers is becoming the norm today. That is why the use of personnel-oriented marketing technologies, such as HR-branding is essential for modern hotel businesses.

HR-branding is an activity related to the formation of a unique personnel management system, through which a particular company has the opportunity to gain a competitive advantage

among other similar and ensure a constant increase in the value of HR and other assets [1]. HR-branding can be classified into two categories - external and internal. External HR-branding is focused on potential candidates and is aimed at developing a positive image of the organization for them, as well as developing optimal cost systems for personnel. Conversely, internal HR-branding is designed to form and constantly maintain the loyalty of employees. The research shows that the staff is willing to work even for lower wages in a company that has a positive image in the market than in a similar organization with a higher salary, which does not have such an image.

The use of HR-branding technology contributes to the fact that the employee has a desire to work in your organization. The practical implementation of HR-branding technology in the hotel personnel management system has several problems and contradictions. For example, today there is no clear understanding of the essence of marketing technology. Besides, the areas of responsibility of the subjects of HR-branding in the personnel management system of the hotel enterprise are almost not established [5]. Very often the power to find and attract new employees is transferred to employees who do not have professional experience in this field. There is also no clear structuring of the elements of HR-branding into a single system, which does not allow the hotel to have a complete idea of how, when, and with the help of what mechanism they need to gain a positive image in the labor market.

Based on the proposed in [4] structure of HR-branding elements, which includes an element of identification (corporate identity, logo, advertising, media presence), and the image element (comments on booking sites, hotel website, employee feedback on working conditions at the enterprise), we offer the following mechanism for the formation of fundamental values of HR-branding of a modern hotel enterprise in Figure 1.

As a result of the previous research [2], several factors that significantly affect the formation of a motivational field for talented candidates to work in a particular hotel business were identified. Among them there are the following: the development of corporate culture (40 %), additional material incentives for the best employees (32 %), cooperation with graduates of specialized universities (16 %), and individual approach to employees (12 %).

Basing on existing research in foreign and domestic literature [3,6], we propose to use the following step-by-step algorithm of actions that will create an attractive image of the hotel for employees of the hotel industry.

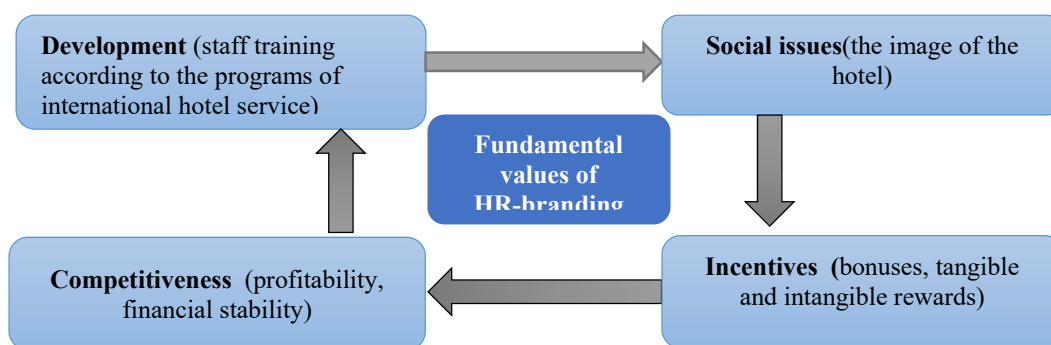


Figure 1 - The mechanism of formation of fundamental values of HR-branding of a modern hotel enterprise

Source: author's development.

1. SWOT and PEST analyzes. These instruments help to determine the hotel current position in external and internal environments, analyze the main competitors in a chosen area, evaluate the situation in the labor market, the level of the hotel staff development and whether the pay system is satisfactory etc.

2. Development of requirements for candidates in accordance with the general objectives of the enterprise, which can help to properly select staff and as a result provide an overall improvement of the hotel enterprise. Employees who share the mission and values of the company will work better as they will be in their proper place and will know exactly how to behave. Also, it will motivate them to work.

3. Creation and dissemination of the hotel business HR-brand through the media, as a result of which the company will become more recognizable and attract the attention of the target audience. More than six employees will choose such a hotel from among others if there are regular positive reviews about it in the media.

4. Creating a positive image of the company in the SMM sphere and "Security Funds" for employees. Active positioning of the hotel in popular social networks, access to the hotel support services using messengers 24/7 will help to meet the requirements of Generation Z, which is actively involved in all social and economic processes today. Having been interested in Generation Z, it becomes easy to get some customers and older audiences. Making your hotel a popular place to relax will allow you to constantly receive a stable income, through which you can create a special "security fund" for employees. The corona crisis of 2020 led to the fact that for some time all hotel enterprises were closed, could not work, and make a profit. Accordingly, the workers had neither work nor wages. What is the meaning of the Security Fund? This is a special fund on the enterprise's account, which will allow it to pay salaries to employees for a certain period of time.

For example, in the case of a lockdown due to a pandemic, natural disaster, or any phenomenon that would result in the partial or complete suspension of the hotel, employees will be able to be confident in their financial situation, as they still receive a salary for some time from that special fund. The hotel will become a reliable place of work for employees and this feature will be an important element of "win-win" strategy, especially taking into account the fact that there are no hotel company in Ukraine practicing such funds today. As the variability of the VUCA-world does not allow the employees to be confident in the future the existing possibility to support them from that additional fund would help the best staff to choose a hotel as a more safety and hopeful place to work.

5. Constant monitoring of the HR-brand strategy, control of results, and adjustment of the HR-brand strategy will allow to create a positive image of the hotel enterprise and what is even more important to maintain it on a long-term base.

Thus, the above proposed mechanism for introducing innovative marketing technology of HR-branding in the hotel personnel management system will increase the number of talented staff at the enterprise and reduce staff turnover, which will improve the financial and economic condition of the hotel business and allow it to accumulate savings funds for further introduction of advanced technologies into the personnel management system.

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SOCIAL NETWORKING – A REVOLUTION IN MODERN COMMUNICATION

Not everyone knows that the concept of "social network" appeared back in 1954 and, of course, had nothing to do with the Internet, and they began to study this phenomenon back in the 30s of the last century. The concept was introduced by James Barnes: "social network" is a social structure, consisting of a group of nodes, which are social objects.

Today social networks are very practical for our society. I can't even imagine how people would live without them now. The most popular networks that people are using now are Instagram and Tik tok. On Instagram, people share their photos and post interesting stories that are gaining popularity now. People really like this format, so they spend most of their time on Instagram. In Tik tok people exhibit such a format as short videos on various topics. Unfortunately this social network is very addictive and takes up all your free time. Furthermore, people have almost stopped using books, which I think is sad.

Twitter is a microblogging which is based on social network. It was founded in 2006. The idea is quite interesting: the creators took the old ideas of blogging, artificially limited the length of the message and everything was simplified greatly. People express their opinions on various topics on Twitter.

YouTube was created in February 2005 by Steve Chen, Chad Hirdley and Javed Karim, three former PayPal employees in San Bruno, California. They used Flash Video technology, which allows for relatively good recording quality with a small amount of data transfer. People watch longer videos or even movies or various clips on YouTube.

Blogs can be used to learn foreign languages. There are two ways to use them. On the one hand, learners can read authoritative writings about English and how to learn it. On the other hand, students themselves can blog in English. These can be collective class blogs where anyone can practice their writing skills. The instructor can ask his students to publish a blog post - this is more motivating than writing an essay on paper

Today, the networks have gathered a huge audience, which attracts more and more specialists from various fields. Some networks provide an opportunity only to communicate, some provide working tools, but one thing is for sure - any popular social network has become a workspace for many millions of people.

People actively use networks for work and every year they do it more and more successfully. Many people change their jobs through social networks, companies find employees,