NON LINGUISTIC SPECIALIZED STUDENTS IN THE FOREIGN LANGUAGE DEVELOPMENT OF BUSINESS CULTURE IN A FOREIGN LANGUAGE

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Abstract

In this article, The Specialization in Human Talent Management program conceives the definition of Strategic Human Resource Management (SHRM) as a proactive approach to the strategic relationship between people and business processes. It also presents as its most relevant characteristic, the recognition of people as essential elements for the success of the company because they can be a source of sustainable competitive advantage for it. It is understood that those responsible for human resources are not only involved in the processes management in their area, but also in all those with repercussions for the company as a whole.

Keywords: In human, specialization, students, culture, foreign language, business.

Introduction

The Human Talent Management Specialist makes strategic decisions on the human management processes of the organization, enhancing and directing them towards the fulfillment of business objectives that allow the generation of productivity and sustainable competitive advantages.

The Specialization Professional will be able to:

1. Manage a wide knowledge about human talent management and its empowerment.
2. Think strategically to plan human management processes.
3. Manage human management processes in alignment with the business strategy.
4. Maintain a broad and comprehensive vision of human management processes.
5. Facilitate and guide the leaders of the organization to enhance their human talent.
6. Maintain a research concern and capacity to build, lead and manage action references for the human management area.

Professionals from different disciplines (i.e. multidisciplinary of the postgraduate program that responds to the global challenge of dialogue among studies) interested in acquiring knowledge in the area of personnel management and human management processes and who wish to develop the skills to act as change agents in a globalized context with social responsibility and strategic vision.

The Specialization in Human Talent Management will develop the following competences in the students:

1. Strengthen the human talent to achieve its maximum organizational performance and personal fulfillment.
2. Plan and direct the human management processes of the organization, aligned with the business strategy.
3. Design and implement human management strategies.
4. Lead the consolidation and strengthening of the organizational culture that generates in the collaborators and processes, differentiable values, productive impacts and sustainable competitive advantages.

It is important to differentiate science, language, and speech for foreign language teaching methods. Modern linguistics understands language as a code of social significance and its rules of operation, which is entrenched in the minds of a group of people. In other words, language is a system of language tools and rules of use required for communication. Speech is the implementation of a language system in certain acts of communication. The concept of "speech" includes both the process itself and the products of this process - speech works. Although language and speech form two sides of a phenomenon, a whole, they act with units specific to each side.

Linguistic units include: phonemes, morphemes, words, phraseological compounds (sentences), micro and macromat texts. These are elements that are organized according to the formal-semantic nature of the language. Speech units form situational conditional sentences of different lengths, in which language elements are arranged according to semantic and communicative features. In other words, speech units are related to the specific state of communication. The study of language as a linguistic phenomenon can provide knowledge about the language system, but it does not lead to the use of the system for communication purposes, as evidenced by the practice of teaching English in school. When special attention was paid to the teaching of the language system, its phonetics, grammar, vocabulary, students were unable to use the grammatical rules and words they had mastered in solving the simplest communicative tasks.

Teaching ready-made phrases related to specific situations also does not ensure the mastery of the foreign language being studied, because if knowing the language leads to the formation of a language system in the learner, he will be able to construct sentences accordingly. can take. the rules specific to this language in relation to grammatical design and the use of words in communication. When teaching English in school, it is important to follow a sequence from speech to language. This means that the linguistic component, which includes language and speech material, is the

first component of the educational content. The choice, sequence, and dosage of formal (linguistic) means of expression are determined by the need for communication. The study of grammar, vocabulary, phonetics is determined by communication, which should lead to a violation of the traditional order of placement of the language system. Student communication is, as a rule, limited to educational registers.

The speech statement in the methodology of teaching a foreign language takes the form of a unit of study. This can be an example of a word, phrase, speech sample, or a monologue statement that is longer than a typical sentence, sample dialogue, sentence on a situation, or topic. A structural group that combines statements of different nature (affirmation, denial, exhortation, interrogation) can act as a learning unit. Working with such speech units helps to shape the language system. The training units themselves are real suggestions related to specific situations. They are pronounced with a certain intonation, depending on the communicative intention, in terms of language norms, grammatical and lexical design.

The content of foreign language teaching is influenced by a field of linguistics, such as sociolinguistics, which studies the relationship between language and culture, language and society. As mentioned above, language is one of the main characteristics of a nation, in which it represents the national culture of the speaking people. Therefore, it is necessary to teach a foreign language not only as a new code (method of expression), but also as a source of information about the national culture of the people. Language performs two main functions: communicative and cumulative. Understanding the importance of teaching a foreign language in close connection with national culture is important in strengthening international cooperation. The modern methodology of teaching a foreign language is characterized by a desire to incorporate information about geography, history, social life into the content of teaching - speech material and, in particular, texts for listening and reading. This methodological position has been defined by the term linguo-cultural. Linguistic and cultural teaching helps students to master natural, historical realities, spiritual values, and thus helps to achieve the goal of education - the events, facts that students learn in the language they are learning. interpreting settings.

Conclusion

Functional linguistics, which studies the functioning of language as a means of communication, a means of social interaction, describing the semantic and communicative aspects of language, has had a great influence on the methodology of teaching foreign languages. Thus, linguistics helps to determine the methodology of

the linguistic component of the content of foreign language teaching. It includes linguistic and speech material, and therefore it can together provide the linguistic and extralinguistic content of teaching this subject, the situation in which speech emerges.

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