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## **The new educational model for sustainable development**

**Abstract:** Modern economic, political and social conditions determine the necessity to create a new model of interaction for businesses. The so called “network economy” based on advanced business technologies and maintained with the help of linguistic engineering and optimization of business communication unlocks of the language potential as the language for specific purposes within the framework of the innovative economy. The core idea of the research is the dependence of the efficiency of a modern company on optimization of corporate communication.

**Keywords:** Institutional context; institutional business discourse; communication strategy; communicative strategy; economy of language; educational model.

Under modern economic, political and social conditions sustainable development of the world society implies creation of a single harmonious and balanced environment which will contribute to meeting human needs and appetencies via rational usage of natural resources, effectively organized investment policies, attraction of research and development facilities to boost the world's potential, institutional restructuring, overall development of personality.

This approach reveals the main issues of the UN programme, including such concepts as ecology, social and economic development. The integrating element of the whole system is considered to be languages. In this connection, one of the main directions of sustainable development is linguistic education, as the canvas to implement language policies within the single linguistic environment for the CIS and SCO (The Shanghai Cooperation Organization) countries, as well as European states.

Thus, the strategies for creation of a competitive linguistic environment are of a particular interest. Nowadays the socio-integrating function of communication is significantly important given its role as a means to maintain social partnership and to create the so called "communication networks" with the help of advanced business technologies, linguistic engineering, optimization of business communication (the economy of language) and unlocking of the language potential as the language for specific purposes within the framework of the innovative economy. Not long ago Moscow State Linguistic University launched a new project devoted to elaboration of economic fundamentals for sustainable development. The project is the first attempt to carry out an overall analysis of the concept "the economy of language". The notion is suggested by a member of the Russian Academy of Education professor Irina Khaleeva for the analysis of professional communication to determine its practical value and estimate possible results to intensify efficiency of professional communication within the framework of global economic environment [6].

Nowadays in European countries development and indoctrination of language policies as a component of corporate culture is treated as a matter of economic benefit which means the opportunity not only to gain additional economic value, but also to enter new markets and perform there successfully. The analysis of more than 10-year European experience in this field proves that efficiently organized linguistic management is closely tied with internal corporate communication, and, in the long run, reveals itself at the levels of corporate management.

In a multilanguage environment the idea of corporate language policy is of great importance as it contributes to elimination of communicative breakdowns. Moreover, an effective language policy is implemented within the overall strategy of knowledge management aiming at developing communicative competences of the personnel and maintaining pragmatically oriented internal and external corporate communication which ultimately is to increase profit and a company's effective performance in the market [5].

Within the framework of the project we considered the results of some European research of more than 40 European companies, which employ language management. The results are the following:

- 43% of the companies demonstrated an increase of turnover by 25%
- 30% of the firms demonstrated growth in their business activity by 16-25%
- 73% of the companies fixed a 16% growth of their turnover.

According to experts' estimations, the impressive results have been achieved owing to creation of international teams. Such groups of specialists have more resources, experience and knowledge, which determines their dynamism and creativity. However, few companies are ready to enter *different* foreign markets, as under modern circumstances cultural and communicative barriers can lead to an increase of costs.

Significance of professional communication for business entities in terms of business efficiency and sustainable development is determined by numerous relations, which are established as a result of intensive forming and functioning of the network economy. The innovative approach to modern economic development is based on creation of economic clusters as a means of business cooperation.

Achievement of corporate goals in such economic conglomerates is impossible without well-organized communication among all the participants of the project as well as with their partners, clients and institutional structures. Such cooperation implies development of the personnel's communicative competences [2].

Nowadays professional communication goes beyond solving routine business problems; it goes far wider getting innovative characteristics. Circulation of information from an individual into a professional environment is carried out to be further acquired by scientific society. At this stage the information is analyzed and adapted by professionals, after which it is passed down back to individuals. This shuttle-like movement of information determines elaboration of the so called areal educational model which can be put into life through effective social partnership [4].

The model is a result of a new type of economic interaction, referred to as clustering. It implies a hierarchy and continuity of educational programmes within an industry; topicality and adequacy of the programmes and their responsiveness to the market needs (the programmes and qualification standards must be worked out in accordance with the professionals' position); cooperation between professors and companies' staff.

Coodination between educational functions of a university and a company's R&D helps to create independent professional standards, worked out by professional societies, which no doubt will increase the level of professional education, balance the number of professionally oriented specialists to satisfy the company's needs; reduce expenditures on professional training and development of the staff.

Such systemic approach is advantageous as compared to short-term training programmes. Modern market context such as financial conditions, interstate relations, global economic integration, determine the necessity for professionals of all levels of corporate structure to function in the macro- and micro-economic environment. Thus, specialists of different kinds have to master innovative methods of modern management.

One of the ways to realize the idea can be creation of Innovative Research and Educational centers (IREC) which are to provide multilevel professional training and retraining of the personnel at all corporate levels. Such HR management and performance appraisal help to cut significantly retraining efforts and shorten professional adaptation periods. Such optimization is feasible owing to the possibility to combine educational support with scientific research at the same institute (an Innovative research and educational center (IREC)). The Integration Triad «business-science-education» in an educational cluster will lead to creation of intellectual products and minimize transaction costs with the help of dynamic and flexible teaching methods [1].

The problem of modern education consists in equipping students with professional knowledge and skills (hard skills), while managerial and communicative skills (soft skills) are absolutely ignored. From this point of view fundamental research of professional communication economic basics, carried out by Moscow State Linguistic University, and its results will contribute to the creation of programmes on development of communicative skills and competences necessary for interaction in the professional environment [3].

The ability to use professionally one or more foreign languages is beneficial for both a professional and a company, as under modern economic conditions it gives a specialist an opportunity

to get information and broaden personal professional horizon despite geographical and cultural borders.

Today the success of a company depends on the level of qualification and competences of the staff. The staff's proficiency includes professional knowledge, communicative and managerial competences. Universities actively cooperating with research institutes are to take all the responsibility to provide modern specialists with necessary skills and knowledge. Such cooperation will allow to satisfy companies' needs in efficient labor force, reduce production and time costs owing to optimization of corporate communication.

Moreover, such cooperation in the context of strengthening of international cooperation and the clustering process will intensify international scientific cooperation in the framework of sustainable development.

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## **Новая модель образования в целях обеспечения устойчивого развития**

**Аннотация:** Современные экономические, политические и социальные условия требуют создания новой модели взаимодействия бизнес-единиц между собой. Многочисленные связи, образующиеся в современных условиях интенсивного формирования и функционирования сетевой экономики, обуславливают значимость профессиональной коммуникации между субъектами экономических отношений в целях повышения эффективности и устойчивости экономического развития. Особое внимание в статье уделяется оптимизации внутрикорпоративного коммуникативного общения как условия повышения эффективности деловой активности современного предприятия.

**Ключевые слова:** Институциональный контекст; институциональный деловой дискурс; коммуникативная стратегия; экономика языка; модель образования.

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