

and their own, to correctly define the marketing strategy of transport services of specific cargo owners and skillfully implement it.

Graduates of institutions of higher education will be able to realize themselves in the development of modern transport and logistics concepts, the application of logistic approaches in the transport system service, determination of the effectiveness of the involvement of logistics technologies, application of transport services management tools in the design of transport and logistics systems.

Therefore, applicants are expected to:

- basic knowledge about the management of transport services;
- understanding the basics of transport service;
- the presence of logical thinking when solving transport and logistics problems;
- the ability to use modern transport and logistics measures, to develop and justify solutions based on a complex of optimization models; justify the choice of the optimal distribution of resources; analyze the effectiveness of the transportation management organization; optimize existing transport and logistics systems.

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PROFICIENCY IN ENGLISH AS AN IMPORTANT FACTOR FOR EFFICIENT WORK IN A MULTICULTURAL CREW

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The standards and requirements for the professional training of future maritime transport specialists are increasing every year. Therefore, Ukrainian institutions of

higher education of the maritime profile are constantly improving their training programs in order to meet the modern requirements for the training of future seafarers.

New educational components aimed at the development of professional competencies necessary for successful interaction with representatives of other nationalities are being implemented.

The educational process in Ukrainian maritime higher education institutions is regulated by legislative acts, conventions and regulatory documents. Among them are the Law of Ukraine “On Education”, the Law of Ukraine “On Higher Education”, the Law of Ukraine “On Ukraine’s accession to the International Convention on Standards of Training, Certification and Watchkeeping for Seafarers, 1978”, International Convention on Standards of Training, Certification and Watchkeeping for Seafarers, 1978, etc. One of the main competencies of a specialist in the maritime industry is communication.

Based on Olena Tyron's research [3, p. 57], the most significant factors that had a negative impact on communication in a multicultural crew were: lack of knowledge of a foreign language of everyday communication; fatigue; cultural and religious differences; stressful state. Therefore, in order to achieve successful communication with representatives of other nationalities and effectively perform their duties on a ship, future specialists in the maritime industry need to acquire the skills of adequate international communication, knowledge of the specifics of culture and lifestyle, and the peculiarities of the mentality of seafarers of another nationality.

Yuliia Buzovska singles out such competencies that will contribute to effective communication of future specialists in the maritime industry with representatives of various ethnic groups, nationalities and cultures [1, p. 17]:

- possessing a sufficient level of English as the language of international communication for understanding with representatives of other countries and performing professional duties;

- knowledge of speech and cultural etiquette;

-knowledge and ability to apply in practice the non-verbal component of intercultural communication (gestures, facial expressions, voice range and timbre, etc.);

-mastery of strategies and tactics of intercultural communication;

-control of one's psycho-emotional state in the process of intercultural communication;

-personal self-development in the context of an empathetic, tolerant and respectful attitude towards manifestations of otherness on the part of representatives of other countries, cultures, and ethnic groups;

-focus on constant expansion of intercultural knowledge, learning new information every day, motivation to develop new abilities and skills that will be effective in intercultural communication;

These are the qualities that need to be formed and developed in future seafarers in the process of preparing them for multicultural interaction in higher maritime educational institutions [1, pp. 17-18].

An important factor in successful and effective work with representatives of other nationalities is a sufficient command of the English language. According to the STCW convention, all watch officers (navigation watch or engine room watch) must have a good command of spoken and written English. Senior officers with management-level functions must also speak and write in English as this requirement refers to the previous level of responsibility. Seafarers on the navigation watch must be able to follow commands given in English. Crewmembers assisting passengers in emergency situations must be able to communicate safety issues in English or in a language spoken by passengers and other ship personnel [2]. In this day and age, with multinational and multilingual crews, the importance of having a common and understandable language cannot be underestimated.

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IMPORTANCE AND METHODOLOGY OF TEACHING SAFETY VOCABULARY TO FUTURE SEAFARERS

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Safety is a critical aspect of maritime operations, and the ability to communicate effectively about safety measures is essential for future seafarers. This article explores the importance of teaching safety vocabulary to cadets in maritime universities during English language classes.

The Significance of Safety Vocabulary in Maritime Education:

1. **Cultivating Safety Awareness:** The incorporation of safety vocabulary in maritime education serves as a catalyst for fostering a robust safety culture among aspiring seafarers. By familiarizing themselves with terminology related to hazards, risk assessment, and safety procedures, cadets develop a heightened sense of situational awareness. This keen awareness allows them to proactively identify potential dangers aboard ships, from hazardous cargo handling to navigating through adverse weather conditions.

2. **Empowering Emergency Response:** One of the paramount advantages of imparting safety vocabulary is its role in empowering cadets to navigate emergency situations with composure and efficacy. Whether faced with a fire outbreak, collision risk, or medical emergency, cadets armed with a comprehensive safety lexicon can