

optimized ads could create the perfect storm for capitalizing on video's exponential growth. We can only imagine the shifts in technology and online advertising this growth will lead us to next.

Everything is changing at an increased rate. Technology for automobiles, homes, and shopping continues to change marketing strategies. Moving forward, the goal is to get in the mind of your primary audience and make their consumer experience memorable.

Utilizing the four tactics above can help create a 21st century marketing strategy that will generate leads through multiple sources and cultivate interest for your business. The days of planning once and being done are over. Today's marketers must be consistent and relevant in the "now."

### References

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### SIGNIFICANCE OF A FOREIGN LANGUAGE IN THE CONTEXT OF GLOBALIZATION

In the modern period of socio-economic and political development it is impossible to realize the importance of a foreign language in the social and cultural spheres of life. It has led to a rethinking of the role of a foreign language and its impact as an important and necessary means of intercultural communication.

A foreign language has become an integral part of the mechanism of socio-economic and political understanding between different members of the world community in different spheres of their lives. In the period of intensification of international relations, there is a tendency of interpenetration not only of languages but also of cultures in different countries.

The era of globalization is characterized by a sharp expansion of trade, financial and cultural relations, their importance in public life, the growing interdependence between countries and peoples which strengthens the role of the individual in economic and political activities of the country, region and world.

Language has a strong influence on the course of socio-political processes and has significant regulatory potential. Along with economic and political factors, language is an important factor in the integrity of the nation and the normal functioning of the state.

Therefore, it can be noted that the process of teaching foreign languages in schools and higher education institutions must meet the requirements of the time. The world is becoming different and the process of globalization covers all spheres of society.

Combining society, a common language stimulates the development of stable political, economic, cultural ties in a world-class community. However, knowledge of a foreign language is

not enough for full-fledged intercultural communication and avoidance of intercultural misunderstandings in communication.

Understanding of different languages and cultures is achieved through intercultural tolerance. Fostering tolerance for cultural differences is an extremely complex process, as it involves the adoption of certain moral and ethical norms.

Positive, creative intercultural interaction promotes the study of foreign languages. The value-semantic space of language is a factor of successful dialogue of cultures. After all, it is language and cultural barriers that often hinder full communication.

Nowadays, knowing a foreign language is not a luxury, as it once was, but a vital necessity. Learning a foreign language in the modern world is one of the most important moments in the life of a modern, successful person. A foreign language is necessary not only for effective interaction in science and politics, culture and art, economics and other important areas of our lives.

Knowledge of foreign languages in the era of globalization is very important. Our time is marked by the globalization of the economy, the integration of political, cultural and economic life which leads to the strengthening of ties between countries in various fields.

A foreign language is objectively a public value, so improving its teaching and including it in teaching in all educational institutions is a social order of society. A foreign language, like a native language, does not exist in isolation in society and cannot live its own life. It is closely connected with all spheres of society.

Knowledge of a foreign language is one of the main criteria for employment and serves as a competitive advantage.

Thus, the cultural diversity of languages plays an important role and significance for modern people and is one of the leading means of preserving and transmitting human values. By learning a foreign language, a person provides himself as an intellectual value. Learning a foreign language is a contribution to your future, enrichment with new knowledge about the world and culture of other people, the opportunity to interact with more people and general development in your personality.

### **References**

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