

ENGLISH AS A GLOBAL TOOL FOR DESIGN INDUSTRY COLLABORATION

Introduction. The design industry is going through an era of globalisation, covering various areas, including graphic design, industrial design, fashion design, and architecture [2]. Nowadays, the workplace is not limited to the city of living. The possibility of international work and cooperation opened new horizons for designers. However, it has also raised questions about methods of communication.

This work aims to analyse and explore the role of English in international design collaborations.

English was established many years ago as the dominant language of international communication in various fields. English has more than 1.5 billion speakers worldwide, and one billion use it as a second language, making it a universal communication tool [4]. Therefore, this language has become the standard of international cooperation.

In the design industry, English allows people from different countries to communicate with each other and develop collective projects. It dramatically increases and diversifies the options for the progress of various industries. The exchange of experience, knowledge, and technologies supports faster progress by removing technical barriers.

The number of international collaborations in the design field is increasing every year. It is happening at all levels, from collaborations between different international companies to international university collaboration. In this case, English is the language that brings these parties together, making it easier for teams with different linguistic backgrounds to understand each other and avoid misunderstandings. The impact of English as a global language goes

deeper than just the number of speakers, influencing international communication and diplomacy [3].

English dominates in academic and industry publications related to design. Almost 75% of all the research publications are written in English [1]. Therefore, the knowledge of English opens access to a massive knowledge base crucial for maintaining sustainability and innovation in the global design industry.

Conclusion. English in the design industry is a vital component of the modern world. Due to the large number of speakers and its active use at the international level, English is an essential part of modern international cooperation. Its role extends beyond mere communication – it fosters innovation, overcomes cultural gaps, and ensures effortless knowledge exchange across borders. As the design field continues to globalise, proficiency in English will remain a key competency for professionals seeking to excel in collaborative, multicultural environments.

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