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The current problem of modern vocational education is the technology of formation of the professional culture of the future specialist, in particular of the economic direction. Taking into account the internationalization of higher education, which involves the process of systematic introduction of international experience into the educational, scientific and public activities of higher education institutions, the development of international cooperation in order to create a holistic system of international relations, it is advisable to pay attention to the provision of educational services to foreign applicants. The professional culture of a future domestic or foreign applicant begins to form in a higher education institution in the process of mastering the educational material of the educational components of the general and professional training cycle and the influence of the educational environment on the personality of a higher education applicant. In this context, it is important to define the terms “professional culture”, “speech culture”, “language etiquette”, “professional language” and the practical implementation of these concepts in classes on “Professional foreign language” through the use of modern didactic methods and techniques.

KEYWORDS Foreign applicant, professional culture, technology of professional culture formation, higher education institution, speech culture, speech etiquette, professional communication.