

**English-german interaction in the light of the council of europe
recommendations**

It is obvious for any member of modern society that the influence of English on many European languages is enormous, which brings both positive and negative consequences, makes language instructors solve a complex of problems and look for new methods/techniques of language teaching. The researchers in the field of language policy suggest the following reasons for the decrease of German language influence in Europe and in the world: 1) political; 2) cultural; 3) economic. As the result of interaction and interdependence of the three reasons mentioned an 80% reduction in the number of professional publications in German is registered in Europe. 50% of all reports at German symposia and conferences presented by Germans to Germans are produced in English, the terms are translated and explained by the presenters which leads to the situation when many professionals can not understand the content due to poor knowledge of English. The development of transnational corporations' activities and their appearance at German market gave the first impulse to introduction of English words into German language or English models of word formation, e.g. *Kontakter, Produktioner, Mediaplaner, Kontaktgruppenleiter, Kopie-Reiter*. In 1996 German branch of Coca-Cola Company developed advertising in English which became the company's brand '*The pause that refreshes*'. Many transnational companies have never translated their advertisements into German since then. It is a common practice for people employed at transnational companies to fill out application documents, make reports and presentations in English. The influence of English language should not be underestimated but, on the other hand, the language instructor should take into account the fact that the Council of Europe officially uses a number of national languages and encourages all European languages' development. European community is polycultural and every national language should have its own 'niche' on the language map of Europe. The Council of Europe formulates the essence of this long-term mission.