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INSTITUTE OF POWER ENGINEERING
TRANSLATION DEPARTMENT

EUROLANGUAGES-2015: INNOVATIONS AND DEVELOPMENT

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Collection of Students' Scientific Abstracts

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МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ

ДЕРЖАВНИЙ ВИЩИЙ НАВЧАЛЬНИЙ ЗАКЛАД
«НАЦІОНАЛЬНИЙ ГІРНИЧИЙ УНІВЕРСИТЕТ»

ІНСТИТУТ ЕЛЕКТРОЕНЕРГЕТИКИ

КАФЕДРА ПЕРЕКЛАДУ

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Збірник наукових студентських робіт призначено для широкого кола читачів, які цікавляться проблемами вивчення іноземних мов та перекладу в України та за кордоном.

The collection of students' abstracts is designed for a large circle of readers who are interested in the state of learning foreign languages and translation both in Ukraine and abroad.

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Відповідальна за випуск:
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ЗМІСТ

Секція перша
ФІЛОЛОГІЧНІ ДОСЛІДЖЕННЯ

Боровикова А. Семиотический континуум в постапокалиптических антиутопиях (на примере трилогии С. Коллинз)…….. 12
Манаева А. Образ игр «Sochi-2014» в публицистическом дискурсе Англии... 14
Аль-Шахад Мохаммад. Что такое термин?..... 15
Арах О. Словотворчій механізм мезонімії в сучасній англійській мові…….. 17
Бударова О. Запозичення та їх вплив на історичний розвиток мови…….. 18
Дерец В. Стилистические особенности пьесы Дж. Лилли «Эндимион, влюбленный мечтатель» и переводческие трансформации при их передаче.. 20
Ефрина Е. Общенаучная лексика в научных текстах…… 21
Колісник Я. Традиційні та сучасні теорії звукосимволізму…….. 22
Кураленко М. Іронія в поемі Г'ю Дональда Барклея……. 24
Миценко Т. Конотативно-марковані слова в англійському художньому тексті……..……. 25
Мяснікова А. Вербалізація лінгвокультурологічної специфіки феномену комічного у художньому тексті…… 27
Овчинникова Д. Порівняльна характеристика комічного у американській та британський лінгвокультурах……..….. 28
Промишленніков А. Міжгалузева омонімія в англійській науково-технічній літературі……..…… 29
Трачук А. По фене ботать……..…… 31
Шураєв Р. Явище дейксису у сучасній англійській мові…… 33
Ярошенко М. Метафора в поэме Дж. Китса «Ламия»……. 34
Adamadze Yu. Phenomenon of the Linguistic Economy in Newspaper Headlines……..…….. 35
Antonenko D. Expressive Features of Stephen Phillips' poem *Endymion*……... 36
Balyas R. The Stylistical Features of the *Ring-Verse* by J.R.R. Tolkien…….. 37
Bespalenkova N. Why English Should Be Ukraine's Second Language?..... 39
Borisova M. The Position of Women in the Medieval Society in the *Child Waters* Ballad…….. 41
Butenko M. Multilingualism As a Widespread Phenomenon in the Modern World…….. 44
Cherkashchenko A. English As a Language of International Relations: Opportunities and Threats…….. 45
Chorna A. Function Specifics of Featured Words…… 46
Derzhula A. Lexical and Grammatical Peculiarities of Scientific and Technical Texts……..……. 47
Dudnyk V. Der Sprachliche Situation in der Deutschschweiz……. 48
Fedotowa O. Die Sprache des Comics……..…… 49
Fesenko A. Peculiarities of the Computer Slang……... 50
Gudoshnyk A. Tendenzen in Deutscher Gegenwartssprache……... 51

Hudozhnik A. English Proverbs Translation Peculiarities…… 52
Isáeva A. Las Particularidades del Dialecto Uruguayo de Español..... 53
Korotkina M. Slang As an Integral Part of Foreign Language……..……... 54
Konowalowa T. Die Kunst des Smalltalks……..……. 55
Kozhushko K. The Specifics of Shakespeare's Lexicon…….. 56
Kurilova M., Kurilova V. Colours Are the Smile of Nature…… 57
Kyrylow I. Kommunikative Kompetenz Bringt Ergolg…… 59
Lakhmastova K. British Slang…….. 60
Makhno K. Lexical Features of the African-American Vernacular English…… 61
Malysh S. Features of Lexical Structure of Information Technology Texts……. 62
Mamenko T. Die Gestaltung von Jungendsprache in Deutchland…… 64
Morozova V. Systematization of Fire Performance Terms…….. 65
Pisareva M. Mysterious Power of Latin Miscellany in *Harry Potter* Novels…….. 67
Portretnaya V., Slabinskaya T. Multilingualism, Information and Communication Technologies…… 68
Prodan K. Differentiations Between the English Terminological Vocabulary and Industry Words in Business and Economics…….…… 69
Sikun Ch. Means of Compression and Expressiveness in English Proverbs…… 71
Sinitskiy D. Los Rasgos Linguísticos y Gramaticales de los Varios Latinoamericanos y Europeos de la Lengua Española..... 72
Snisar V. Influence of English on the Polish Language..... 72
Sutremina A. Semantic Characteristics of Neologisms……..... 74
Tistechok O. Expressiveness in English Aphorisms…….…… 76
Tereshchenko V. English Terminology in the Sphere of Cryogenic Technology… 77
Zakrevska A. Poetic Innovations of Walt Whitman……. 78

Секція друга
ІНОЗЕМНА МОВА ЯК ЗАСІБ ДІЛОВОЇ ТА ФАХОВОЇ КОМУНІКАЦІЇ

Akinshina A., Antonenko D., Derets V. La Cultura Española y sus Influencias… 79
Aksionova A., Loginova D. Santa Justa Klan……..... 80
Alkascheva S., Brynza A., Dudnik V. Dias de la Semana…… 81
Andronova V., Brusenko I., Karmashev D. El Pais Vasco…… 82
Bálychev G. Fernando Torres y su Papel en Futbol de España……. 83
Belikov N. Vladimir Dahl As He Is……..…… 84
Bila N. The Basic Aspects of Writing a Successful Resume…… 86
Bogutskaya P. Tips for Writing a Scientific Paper……..… 88
Brodskiy M., Korotkina M. El Tango, el Choclo..... 89
Budarova E. La Historia de la Baile Español……..…… 90
Burkat O. Public Relations As a Means of Business Communication..... 90
Bylymenko K., Sinyuk A. Challenges of Learning Business English……. 92
Chaban. K. El Idioma Español en el Mundo……..…….. 94
Chornaya A., Khvorova A. Arquitectura de España..... 95
Dershula N. Kommunikation von Jugendlichen……..……. 96

Dogadko M. Wie die Welt Verhandelt…….. 97
Dogadko M., Rybalka O. El Deporte en España..... 98
Drobot J. Parque-Güell..... 99
Fyodorova V. New Trends in English Language Teaching…….. 100
Galaganov V. Recommendations for Improving the Socio-Economic Situation in Ukraine……..…… 102
Gavrilenko G. Foreign Language as a Means of Business Communication…… 104
Glavatskiy N. Los Tradicionales de la Navidad..... 105
Glazov R. How Students Can Use Mobiles to Learn English…….. 106
Gnedenkova Z., Sotnikova Y. La Moda de España..... 108
Grin' I. Political Technology……. 109
Grytskevych P., Onufrienko D. Using Intergrative Methods for Teaching Foreign Languages and Development of Creative Potential of Future Applied Linguistics…….. 111
Gurtiak I. Profession – Good Journalist…….. 112
Hesheva H. Developing Language Competence for IT Students..... 114
Hitrov A. Grundsätzliche Komponente der Vorbereitung einer Präsentation…….. 115
Hrynenko H. Developing Twenty-First-Century Skills via Digital Video Production…….. 117
Kachura E., Kulshenko S. Gastronomia de España..... 118
Karakhovska S Monasterio de el Escorial y Catedral de la Almuden…….. 119
Kirpa T. Choosing Problems for Scientific Papers…….. 120
Kolesnikova D. Cultural Differences As a Problem of Effective Communication... 121
Kolesnikova D. Social Media…… 122
Kompaniets A. The Management As a Structural Part of Self-Development…….. 123
Kozhushko K., Zakrevskaya A. El Cine de España…… 124
Krasnoshchok I. The Main Peculiarities of Public Speaking……... 126
Kraynik M. Mass Media Influence on the Youth……..... 127
KrivenkoD., Valigura N. La Tomatina……..…….. 130
Krivova A. Ill-Parenting As a Psychological Problem…….. 131
Kruchenko K. Psychologische Wege zum Glük…….. 132
Kuralenko M., Myasnikova A. Puchkova A. El Carnaval en España……..... 134
Kuzmenko G., Sdobnikova V., Vodolazska J. Top 10 de los Parques Naturales de España……..……. 135
Lachmastowa K. Die Häufigstein Vorulteile zum Thema Kommunikation…… 137
Lachmostova A., Nelga E., Salchenko A. Fiestas de España..... 138
Lahmastova E., Ovchinnikova D., Yakubina S. Flamenco…… 139
Lazebnyk R. Futbol en España…….. 140
Liashenko A. Origin of Marketing Professional Term *Copywriting* in English…... 141
Libinson M., Piniushko Z., Serduchenko V. Antonio Gaudí……. 142
Liebiedieva I. The Importance of English in Modern World and in International Professional Communication……..……... 143
Lishofa A. Youth Unemployment in Ukraine: the Current Situation and Prospective Solutions of the Problem……. 145

Lomonosov N. Foreign Language As a Way of Business and Professional Communication…….. 147
Morovlevska D., Rudeychenko O. Binvenidos a España!..... 148
Moshenets K., Piatina M. En Cine……..…... 150
Ostapkovych S., Prodan K. Historia de la Música Española…….. 151
Pinjuschko S. Karrierekiller bei der Kommunikation……..…… 153
Polonskaya S. 'High' Dream – A New Condition of the Consciousness…….. 154
Raszhalovets S. Marketing and Anatomy……...…….. 156
Riabokon A. Aggression…….. 158
Samsonova M. Einzelne Aspekte der erfolgreichen Durchführung der Präsentationen…….…… 160
Sinyavskaya N. What Is Happiness?..... 161
Svinarchuk O. Ball Season in Vienna……... 164
Tinjakowa J. Geschichte des Reisens in Deutschland……. 166
Tolmacheva D. The World of Dolls…….. 168
Tykhonova N. Branding As the Most Important Part of Marketing……. 170
Yakubchak V. Sevilla es un Club Profesional de Futbol Español..... 171
Zhmak I. Foreign Language As a Means of Development of Future Specialist's Communicative Competence…….. 172

Секція третя
КОМП'ЮТЕРНІ НАУКИ І ІННОВАЦІЙНІ ТЕХНОЛОГІЇ

Bespalenkova A. Visuelle Kommunikatien……. 174
Bobrovnyk R. Development of Software Module for Accounting and Planning of Technical Service……... 175
Brazhnyk A. Developing of Information Technologies for Modern Business……. 176
Chernysh A Software Module for Accounting of Soil Cultivation Process Charts.. 178
Fedorenko D, Teplova A. Galliumarsenid-Chips……. 179
Hula Zh. Methods of Unauthorized Access Through the Communication Channels…… 181
Karakay V. Offshore Drilling..... 182
Khvorova A. Nanotechnologie in der Medizine……... 183
Kirpa T. Smartwatches und Andere Wearables……..... 184
Konovalov M., Marchencko A., Mostovoi U. Ethernet Technology……. 186
Lozovskaia E., Slobodian A. Information Technology: Present and Future…… 187
Lukyanenko G. Erneuerbare Energien……...…….. 188
Lytvyn Yu. The Automatic System for Optimum Microclimate Support in Industrial Premises…….…… 190
Manuilenko R., Savlokhov A., Sviatchenko A. Gas As a Transport Tracking System…… 192
Miahkov P. Information As the Most Demanded Resource of Modernity……... 194
Milinchuk A. System Analysis in the Universities of the World…….. 196
Moiseyenko V., Orlova O. Multi-Core Technology. Asymmetric Multiprocessing Tasks……...…… 197

Rubanska O. Bioindikation Als Innovatives Verfahren für Monitoring der Toxischen Böden…… 198
Sarzhan A. Software Module of Accounting of Locomotive Crew Work in a Locomotive Shop……..…….. 200
Schigljak D. Drohnen en Zivildienst……. 202
Trubchaninov A. Information Must Circulate…….. 203
Yesin D. Development of a Mobile Software Module for Insurance Companies…. 205

Секція четверта
ГАЛУЗЕВИЙ НАУКОВО-ТЕХНІЧНИЙ ПЕРЕКЛАД

Мороз Д. Емфатичні конструкції в художньому стилі та особливості їх перекладу…….. 206
Сагайдак С. Способи перекладу елиптичних конструкцій в англійській мові 208
Balgabáeva A. Las Particularidades en Traducción del Serial 'Xena, the Warrior Princess' al Italiano y Castellano……...…… 209
Bass D. The Term As an Object of Translating Investigations in the Financial Sphere……. 211
Cheremashentseva O. The Difficulties of Infinitive Translation in Technical Literature…… 213
Dogadko M. Translation Peculiarities of Proper Names……... 214
Kruchenko K. How to Translate Marketing Materials……. 215
Liashenko A. The Peculiarities of Translating Realia Words……... 216
Mushtat S., Primostka R. Some Issues about Studying Literary Text from a Position of Adequate Translation……..……. 217
Mylkevych G., Savchenko A. Ethical Aspects of Interpretation……. 218
Sydorenko I. Cross-Cultural Conflict While Translating Idioms of Ukrainian and Russian Languages…….…… 219
Tykhomyrov M. Cinematic Text and Difficulties of Its Translation…… 221
Yakubina S. Film Titles Translation……. 222
Yevseyska Y. The Difficulties of Translating Abbreviations…… 223

КОНКУРС ПОЕТИЧНОГО ПЕРЕКЛАДУ

Англійська мова…… 225
Німецька мова……... 232
Французька мова…….. 236

PREFACE

This International Scientific Students' Conference is devoted to the European Day of Languages.

The European Day of Languages is a crucial event, organized by the AEGEE for promoting the importance of knowledge of different languages, first of all, for young people.

Adopted by the European Parliament and the Council of Europe in June 2000, the EDL event is organized every year and it provides a wide range of activities all over Europe designed to emphasize the benefits to all citizens of learning foreign languages throughout their lifetime.

[AEGEE-Association]

The objectives of the scientific conference were:

– to raise students' awareness of the richness of linguistic diversity within the European Union;

– to motivate them to achieve a degree of communicative ability in a number of languages;

– to encourage and support self-access language learning and lifelong language learning for personal development so that all students can acquire the language skills and intercultural competence necessary to respond to the economic, social and cultural changes in society;

– to collect and disseminate information about the teaching and learning of languages, and about skills, methods and tools which assist it.

The scientific students' works touch upon a wide range of problems which deal with innovations and development in science and technology, including:

– the importance of learning foreign languages for students;
– innovative approaches to teaching foreign languages;
– interactive ways which can make language learning more fun;
– English-speaking business culture;
– adaptation and application of leading foreign market technologies in Ukraine;
– management and leadership - effective business units;
– international corporate informational technologies.

We do hope that the conference was truly beneficial to those who have participated in it as well as to those who will read the conference materials.

The Organizing Committee of the Conference
"European Languages – 2015: Innovations and Development"
November, 2015.

ПЕРЕДМОВА

13-а Міжнародна студентська конференція присвячується Європейському дню мов.

Європейський день мов є надзвичайно важливою подією, що була започаткована міжнародною студентською організацією AEGEE для сприяння підвищенню ролі знань іноземних мов, у першу чергу, для молоді:

Затверджений Європейським Парламентом і Європейською Радою у червні 2000 року, Європейський день мов відзначає щороку вся Європа, і ця подія супроводжується різноманітними видами діяльності, які надають особливого значення корисності вивчення іноземних мов для кожного громадянина протягом усього життя.

[Асоціація AEGEE]

Мета наукової конференції:

– допомогти студентам усвідомити мовне багатство країн Європейського Союзу;

– спонукати молодь підвищувати рівень комунікативної здатності у вивченні декількох мов;

– заохочувати й підтримувати в студентської молоді доступне вивчення іноземних мов протягом усього життя для особистого розвитку, з метою надання можливісті всім студентам набувати мовнимх умінь та міжкультурної компетенції, які необхідні для задоволення економічних, соціальних та культурних потреб у суспільстві;

– зібрати й поширити інформацію про напрями викладання та вивчення мов і методи й засоби їх реалізації.

Наукові роботи студентів розглядають широкий спектр проблем, що стосуються інновацій та розвитку в науці й технології, включаючи:

– актуальність вивчення іноземних мов для сучасного студентства;

– новітні підходи до вивчення іноземних мов;

– аспекти англомовної бізнес-культури;

– методи адаптації та застосування провідних іноземних маркетингових технологій в Україні;

– менеджмент і лідерство як ефективні бізнес-одиниці;

– особливості міжнародних корпоративних інформаційних систем.

Ми сподіваємося, що конференція була справді корисною як для учасників, так і для тих, хто ознайомиться з її матеріалами.

Організаційний комітет конференції
„Європейські мови 2015: Інновації та розвиток "
Листопад 2015

СЕКЦІЯ ПЕРША

ФІЛОЛОГІЧНІ ДОСЛІДЖЕННЯ

Боровикова А.
УРФУ им. Б.Н. Ельцина, Российская Федерация
Научный руководитель: Ж.А. Храмушина

СЕМИОТИЧЕСКИЙ КОНТИНУУМ В ПОСТАПОКАЛИПТИЧЕСКИХ АНТИУТОПИЯХ (НА ПРИМЕРЕ ТРИЛОГИИ С. КОЛЛИНЗ)

Актуальность исследования обусловлена тем, что за последние десятилетия в литературе произошли значительные изменения, частности, приобрел особую популярность жанр «постапокалиптическая антиутопия». После появления этого жанра на него обратили внимание не только читатели, но и представители писательского сообщества, стремившиеся разнообразить свое творчество. До появления столь неординарного жанра, «постапокалиптика» и «антиутопия» уже существовали в отдельности, но в одно сочетание эти понятия не объединялись. В данный момент существует множество литературных работ, написанных в жанре «постаопаклиптическая антиутопия». С точки зрения лингвистики, данное литературное направление представляет огромный интерес, как с точки зрения использования различных стилистических приемов, так и создания образов-символов.

Изучив имеющуюся литературу по данной тематике, нами были выделены основные черты данного жанра, проанализирована связь лингвистики с семиотикой, а также понятие семиотического континуума. Ниже следуют некоторые тезисы по материалам проведенного исследования.

1. Жанр «постапокалиптическая антиутопия» – это синтез жанров «постапокалиптики» и «антиутопии». В процессе слиянии жанры сохранили свои первоначальные особенности, при этом дополняя друг друга. Были выведены общие черты присущие каждому произведению данного литературного направления, такие как место действия, система управления, система социальных классов и так далее. Жанр постапокалиптической антиутопии можно считать относительно новым для современной литературы. В целях создания картины постапокалиптического мира авторы используют семиотику.

2. Была проанализирована связь лингвистики с семиотикой. Семиотика − наука о символах. Семиотика связана с лингвистикой посредством использования символов в литературе. Лингвистика наделяет символы особым значением, через которое читатель может понять и прочувствовать произведение. Лингвистика использует семиотику для создания образов-

символов для разнообразия контекста литературных произведений и для усиления эмоций читателя. Были выделены основные виды символов, которые используются в современной литературе. За основу была взята классификация Е. В. Змановской, которая выделает следующие символы:

- Изобразительные символы (например, изображение природы или животных).
- Графические символы (например, крест, звезда).
- Математические символы (числа, действия).
- Именные символы (имена и названия).
- Цветовые символы.
- Поведенческие символы (например, жесты).
- Символы – ценности, обозначаемые словами (например, свобода, справедливость, родина, успех).
- Персонифицированные символы (образы героев, кумиров, богов)

3. Роман был рассмотрен как особый вид нарратива: его основные черты и специфика жанра. Этот литературный жанр, как правило, прозаический, что предполагает развернутое повествование о жизни и развитии личности главного героя (героев) в кризисный, нестандартный период его (их) жизни.

4. Была прослежена тенденция семиотического континуума в литературных текстах, также были выявлены основные его виды. При этом семиотический континуум рассматривается как последовательность плавно переходящих друг в друга знаков, символов, текстов, документных потоков, дискурсов.

Весь собранный материал послужил основой для анализа образов-символов романа - трилогии американской писательницы С.Коллинз «The Hunger games», созданному в жанре постапокалиптической антиутопии.

Роман действительно имеет все признаки жанра, такие как деспотичное государство, плачевное состояние экономии, голод, катастрофы, нищета.

Это произведение рассматривалось нами с точки зрения лингвистики, т.е. были отмечены все основные символы романа, которые были использованы с целью отображения его смысла.

Символы были разделены на несколько групп, в соответствии с выбранной классификацией. При анализе символов учитывалась их роль в романе, значение, отнесенность к главным героям, а также влияние этих символов на сюжет.

Был проанализирован 21 символ:

1. 6 изобразительных символов - water, fire, the cat, the mockingjay, berries, monkeys ;
2. 5 персонифицированных символов - fire, alcohol, dandelion, bread, roses;
3. 1 графический символ- the brooch with mockingjay ;

4. 4 именных символа - Capitol, Panem, The Hunger Games, the Reaping;
5. 1 поведенческий символ- the gesture of respect;
6. 4 символа-ценности-luck, hope, fear ,despair.

Были выявлены изменения значений этих символов на протяжении всей трилогии. Данные символы являются центральными в романах, так как вокруг них разворачивается все действие. На протяжении трилогии только два символа поменяли свое значение, перешли из разряда природных в разряд персонифицированных, что связанно со становлением главной героини - воплощения символа сопротивления.

Символ сойки-пересмешницы является символом борьбы и сопротивления. Кроме того, он также является и символом надежды. Данный символ введен для того, чтобы сделать из главной героини миссию, человека, который принесет мир народу и веру в светлое будущее.

Символ огня является наиболее противоречивым. На протяжении трилогии он несколько раз менял свое значение. В конечном счете, огонь ознаменовал начало новой жизни, построенной на руинах старой.

Символ «Капитолий» не менял своего значения на протяжении всей трилогии и продолжал носить отрицательный характер, как символ смерти и гнета. Данный символ является неотъемлемой частью постапокалиптической антиутопии, силой, против которой и должны сражаться главные герои.

Данные символы на наш взгляд помогают понять специфику жанра постапокалиптической антиутопии, что позволит в дальнейшем анализировать произведения, созданные в этом жанре с точки зрения использования в них семиотики.

Манаева А.
АОУ ВПО Ленинградский государственный университет имени А.С. Пушкина, Российская Федерация
Научный руководитель: Л.В. Коцюбинская

ОБРАЗ ИГР «SOCHI 2014» В ПУБЛИЦИСТИЧЕСКОМ ДИСКУРСЕ АНГЛИИ

Сложное и динамично развивающееся явление, средства массовой информации выступают предметом изучения в разных областях знания – журналистике, социологии, политологии, культурологии, лингвистике. По мнению В.П. Пугачева и А.И. Соловьева средства массовой информации — это такие учреждения, которые созданы для открытой, публичной передачи с помощью специальных технических средств различных сведений любым лицам.

Публицистика является неотъемлемой частью средств массовой информации. Гальперин И.Р. выделяет следующую функцию публицистического стиля: воздействие на читателя или слушателя с целью убедить его в правильности выдвигаемых положений или вызвать в нем желаемую реакцию на сказанное не столько логически обоснованной

аргументацией, сколько силой, эмоциональной напряженностью высказывания, показом тех черт явления, которые наиболее эффективно могут быть использованы для достижения поставленной цели.

Основываясь на трудах Арутюновой Н.Д., Смирнова С.Д. и Рубинштейна С. Л., Оленёв С.В. заключает, что языковой образ есть вид психического образа и как таковой он является целостным, преимущественно интуитивным, субъективным и динамичным феноменом – «продуктом творческой деятельности человека и прообразом для нее».

В ходе написания данной работы была достигнута главная ее цель: был выявлен образ Олимпийских Игр в Сочи с помощью анализа статей таких английских газет, как *The Times, The Telegraph, The Daily Mail, BBC UK, The Guardian, The Independent*.

В достижении цели были решены задачи исследовательской работы. А именно, удалось выяснить роль такого сложного и динамично развивающегося явления в современном мире, как средства массовой информации, а также его функции. Кроме того, были выявлены стилистические особенности языка СМИ в целом и в отдельности английского публицистического стиля. Одной из выполненных задач является определение образа, его формирование и характеристики. Далее были разобраны основные языковые средства, создающие образ. Ими являются метафора, метонимия, синекдоха, ирония, гипербола, литота и олицетворение.

Как было сказано выше в выводах о сложившемся образе Игр в Сочи, то их образ в английском публицистическом дискурсе оказывается весьма противоречивым. Кроме изложения происходящих спортивных мероприятий, английские газеты также освещают то, как шла подготовка к Олимпиаде, церемонию открытия и все события в Сочи, не связанные со спортом. В их глазах Олимпийские Игры в Сочи – это мероприятие, сопровождающееся масштабной коррупцией, стремлением показать со стороны президента то, что страна является великой державой, в которой, однако, по словам английских журналистов, отсутствуют свобода слова и право самовыражаться.

Несмотря на достижение поставленной цели и решение сопутствующих задач в данной исследовательской работе, интерес к выбранной теме не пропадает, ведь образ Олимпийских Игр в Сочи, которое формирует СМИ, в каждой стране сложился по-разному. Было бы также интересно изучить образ данного соревнования, а, следовательно, и образ России в целом в публицистическом дискурсе какой-либо другой страны или нескольких стран.

Аль-Шахад Мохаммад
Национальный горный университет
Научный руководитель: Т.Н. Аллахвердян

ЧТО ТАКОЕ ТЕРМИН?

Термин означает слово или словосочетание, призванное точно обозначить понятие и его соотношение с другими понятиями в пределах специальной сферы.

Термин служат специализирующими, ограничительными обозначениями характерных для этой сферы предметов, явлений, их свойств и отношений. Они существуют лишь в рамках определённой терминологии. В отличие от слов общего языка, термины не связаны с контекстом. В пределах данной системы понятий термина в идеале должен быть однозначным, систематичным, стилистически нейтральным.

Термины и не-термины (слова общенародного языка) могут переходить друг в друга. Термины подчиняются словообразовательным, грамматическим и фонетическим правилам конкретного языка, создаются путём так называемой *терминологизации* слов общенародного языка, заимствования или калькирования иноязычных термино-элементов. В современной науке существует стремление к семантической унификации систем терминов одной и той же науки в разных языках (однозначное соответствие между терминами разных языков) и к использованию интернационализмов в *терминологии*.

Терминология в целом соотносится с системой *научных понятий*. Можно дать такое определение терминологии: совокупность наименований, слов и словосочетаний, используемых для точного и однозначного обозначения научных понятий в системе понятий данной науки, отрасли техники, производства.

Термины должны обладать следующими качествами: быть точными и однозначными. Если большинству слов обычного языка свойственна многозначность (полисемия), то в терминологических системах стремятся к тому, чтобы одному означающему (слову или словосочетанию) соответствовало только одно означаемое (предмет, понятие). Если в общелитературном языке синонимы (слова с различным звучанием, но с одинаковым или очень близким значением) и омонимы (слова одинаково звучащие, но с разными значениями) вполне обычное, нормальное явление, то в терминологии от синонимов и омонимов стараются избавиться.

Терминология, в отличие от других пластов словаря, в значительной степени является предметом постоянного систематического регулирования. На различных уровнях – отраслевых (специальные комиссии министерств и ведомств), государственном и международном - проводится большая работа по упорядочению, унификации и даже стандартизации отдельных отраслевых систем терминов. Терминология находится в постоянном движении: что-то в ней отмирает, истекает цикл жизни терминов, понятий, дефиниций. Они выходят из употребления, устраняются вместе с отжившими свой век, устаревшими или оказавшимися ненаучными понятиями. Это изменение в содержании понятия иногда становится весьма рельефным, если сопоставить этимологию слова, т.е. его буквальное значение, заложенное в слове в самом начале его появления в языке, с современным пониманием.

Арах О.
Національний гірничий університет
Науковий керівник: Л. В. Фоміна

СЛОВОТВОРЧИЙ МЕХАНІЗМ МЕЗОНІМІЇ В СУЧАСНІЙ АНГЛІЙСЬКІЙ МОВІ

Мезоніми – це проміжні ланки між антонімічними поняттями. Для прикладу візьмемо такий ряд: cold (холодний) – cool (прохолодний) – warm (теплий) – hot (гарячий). Прикметники "cold" і "hot" виступають антонімами, тому що позначають протилежні температурні показники, у той час як прикметники "cool" і "warm" є мезонімами, адже характеризують проміжні стани.

Серед науковців побутує думка, що в тексті мезоніми виконують такі функції:

- уточнювальну (реалізується в межах одного речення за близького, контактного розміщення слів);
- координативну (вказує на проміжні координати предмета у часі й просторі);
- стилістичні функції.

Численні дослідження словотворчого механізму мезонімії виявили, що в сучасній англійській мові найтиповішими способами утворення мезонімів є:

- префіксація;
- складання слів;
- складання основ.

Розглянемо докладніше кожен з вказаних способів, починаючи з афіксального.

На думку дослідників, досить поширеним мовним явищем є утворення мезонімів за допомогою приєднання префіксів demi-, semi- ("пів-, напів-"), (наприклад, demi-column ("напівколона"), demi-dry wine ("напівсухе вино") demi-tint ("напівтон"); semicircle ("півколо"), semiconductor ("напівпровідник") тощо), а також префікса inter- ("між-") (interstellar ("міжзоряний"), intergeneric ("міжродовий"), interlanguage ("міжнаціональна мова") і т.д.). Як правило, мезоніми, утворені префіксальним способом, характеризують кількісну оцінку предмета або поняття (особливо у випадку приєднання префікса пів-), але вони можуть вказувати і на якісні особливості. Також часто мезоніми утворюються за допомогою префіксів bi- ("дво-, бі-") (несе значення подвійності поняття) (bifocal ("двофокусний"), bidirectional ("двонапрямлений"), binaural ("бінауральний") тощо) та власне префікса meso- ("мезо-") (у складних словах грецького походження означає "середній", "центральний") (mesofauna ("мезофауна"), mesoderm ("мезодерма") і т.д.). З точки зору лінгвістів, не можна оминути увагою префікс mid-, який означає "в середині": midocean ("відкритий океан"), midweek ("середина тижня"), midsixties ("середина 60-х") тощо.

Науковці також виділяють безафіксальні способи словотвору, які використовуються для формування мезонімів.

Перший з них – це складання слів. У сучасній англійській мові у цьому способі активно фігурує слово middle ("середина"): middle-of-the-road ("середній, половинчатий"), middle-aged ("середніх років"), middle-weight ("середня вага"); тим не менш, трапляються виключення: forest-steppe ("лісостеп"). Таким чином, утворюються гібридні мезоніми, які являють собою не просто проміжні ланки і яким властиве поєднання в собі ознак периферичних понять. Як і в українській мові, слова, утворені даним способом, пишуться переважно через дефіс.

І, нарешті, другим безафіксальним і останнім досліджуваним способом словотвору мезонімів в сучасній українській мові є складання основ. Основним словотворчим елементом тут виступає основа half ("половина, наполовину"): half-stuff ("напівфабрикат"), half-way ("на півдорозі"), half-full ("наполовину наповнений") і т.д.

З точки зору мовознавців, окремим пунктом можна виділити механізм утворення метонімічних словосполучень, який також має декілька варіацій.

Першою з них є подвійне заперечення протилежних моментів за допомогою єднальних сполучників сурядності "neither…nor" ("ні…ні", "ані…ані"). Таким способом формуються мезонімічні сполуки-фразеологізми (be neither to hold nor to bind ("бути знервованим"); neither fish nor fowl ("ні риба ні м'ясо"); neither here nor there ("ні те ні се") тощо), а також словосполучення, що вказують на невизначену, проміжну характеристику об'єкта (neither tall nor short ("ні високий ні низький"); neither fat nor thin ("ані товстий ані худий"); neither white nor grey ("ні біле ні сіре") і т.д.).

По-друге, для утворення метонімічних словосполучень, які виражають лімітування меж за допомогою лексем, зазвичай використовується поєднання прислівників "already…yet" ("вже…ще") ("John has already grown up, but he hasn't thought as an adult yet"; "It has already got darker, but there hasn't been any light in the window yet" тощо).

Подальше вивчення питання словотворчого механізму мезонімії в сучасній англійській мові може відкрити нові перспективи розвитку мовознавства, а результати подібних досліджень відіграють важливу роль у лінгвістиці.

Бударова О.
Національний гірничий університет
Науковий керівник: Я.В. Бойко

ЗАПОЗИЧЕННЯ ТА ЇХ ВПЛИВ НА ІСТОРИЧНИЙ РОЗВИТОК МОВИ

Лексикологія розглядає такі типи лексики іншомовного походження: інтернаціоналізми, запозичення, іншомовні слова. **Запозичення –** це слова іншомовного походження, цілком засвоєні мовою, що їх запозичила. Такі слова давно й глибоко увійшли в нашу мову, цьому сприяє близькість їхньої фонетичної структури до звукового складу власне українських слів (*дебет* – лат. debet, *теорія* – грецьк. theoria).

Запозичуються, як правило, окремі слова, рідше це можуть бути словосполучення (у тому числі сталі) і навіть граматичні структури. Підраховано, що кількість одвічних слів в англійському словнику складає лише 30%. Ця обставина стала для багатьох дослідників причиною перебільшення значення запозичень, вони стверджували, що англійська мова не германська, а романо-германська, розглядаючи змішаний характер англійської лексики як її найважливішу особливість.

При цьому підрахунку зустрічаються такі одвічні слова, як: have, he, on, good, thing, з якими ми постійно зустрічаємося в розмовній мові, і такі запозичення, як: vehicle, fuselage, chauffeur, neologism, які зустрічаються дуже рідко.

Деякі грецькі і латинські корені в сучасних англійських словах: Eg Audio, лат. «слухати» /auditorum, audience/; Bios, грец. «життя» /biology, biography/; Centum, лат. «сто» /cent, century, centenary/; Demos – «народ» /democracy, demography/; Grapho, грец. «писати» /graphic, phonograph/; Homos, грец. «однаковий» /homonym, homophone/; Lexis, грец. «слово» lexicon, грец. `словник`/lexicology, lexicography/; Onoma, грец. «ім'я» /synonim, antonim, pseudonym/; Phone, грец. «звук» /phonetics, phoneme, phonology/; Scribe, scriptum, лат. «писати», «написаний» /describe, subscribe, scriptwriter, inscription/; Tele, грец. «далечінь», «далеко» /telescope, telegraph/; Video, лат. «бачити»; visus лат. 1) «зір»; 2) «вигляд», «видовище» /visible,vision, revise, television, evidence/; Vita, лат. «життя» /vital, vitality, vitamin/.

Сучасна англійська мова збагачується французькими, італійськими, іспанськими, арабськими лексемами, пов'язаними, головним чином, із сферою повсякденного життя: а) *їжа* (adobo – "гостра приправа, соус", bollito misto – "м'ясна страва з овочами", capellini – "локшина", gemelli – "різновид локшини", macchiato – "кава", panino – "сандвіч", scamorza – "італійський сир" (Ital)); б) *одяг* (devore – "оксамит, тканина" (Fr), hijab – "жіночий головний убір у мусульман" (Arab)); в) *предмети побуту* (ballotin – "коробка з шоколадними цукерками" (Fr), barrique – "бочка вина" (Fr)); г) *музика* (bachata – "стиль романтичної музики" (Span), cavaquinho – "різновид гітари" (Port)); д) *рослини, тварини* (ajowan – "рослина, різновид петрушки" (Hindi), chamise – "вічнозелений кущ" (Span)).

Лексико-семантичне словотворення відображає процес асиміляції запозичень. Певні назви побудовані на метонімічному переносі: dulce de leche (Argent) = sweetness of milk > dulce de leche – "десерт – карамель з цукру та молока". Прикладами метафоричного переносу є запозичення із іспанської мови: reposado = rested > reposado – "різновид текіли, що витримується у дубових бочках протягом року"; concha = mussel shell > concha – "прикраса".

Отже, загальний закон про систематизацію явищ мови, який відноситься до проблеми запозичень, можна відповідно сформулювати таким чином: будь-які зміни в словниковому складі мови у вигляді проникнення іншомовних запозичень спричиняють семантичні і стилістичні зміни в словах, які вже існують в мові, і зрушення в синонімічних групах.

Дерец В.
Национальный горный университет
Научный руководитель: Л.В. Фомина

СТИЛИСТИЧЕСКИЕ ОСОБЕННОСТИ ПЬЕСЫ ДЖ. ЛИЛЛИ «ЭНДИМИОН, ВЛЮБЛЕННЫЙ МЕЧТАТЕЛЬ» И ПЕРЕВОДЧЕСКИЕ ТРАНСФОРМАЦИИ ПРИ ИХ ПЕРЕДАЧИ

Джон Лилли принадлежал к числу авторов-елизаветинцев и входил число «университетских умов» (высокообразованных молодых англичан, получивших университетское образование, библиоманов и эстетов, нередко соперников в творчестве). Его часто называют предшественником Шекспира, его стоит отнести к тем писателям, к произведениям которого можно ознакомиться только на языке оригинала. Как такового перевода этой пьесы нет и как следствие стилевой аспект пьесы не изучен. В отечественной критике по стилистике к этому времени еще нет ни одной работы посвященной творчеству Джона Лилли и в частности пьесы «Эндимион».

Необходимо обозначить, что критики творчества Лилли выделяют три особенности, характерные для стиля писателя. Первая особенность стиля – фраза строится с помощью метафор, омонимов, аллитерации, антитез. Вторая особенность – большое количество цитат и ссылок на классических авторов. Третья особенность стиля Джона Лилли, это стремительное желание цитировать факты природной истории: ботаники, минералогии, биологии.

Несомненно, аутентичные методы письма Джона Лилли довольно таки сложно правильно и точно перевести на любой язык, передавая все тонкости и богатство игр метафор и омонимов. Кроме того, сама по себе пьеса является одной большой сюжетной аллегорией, а именно описание отношений королевы Елизаветы и Роберта Дадли, первого графа Лейстера. То есть в пьесе присутствует аллегория масок, Кинфия, Леди-Луна – олицетворение Елизаветы, и главный герой пьесы Ендимион- олицетворение Роберта Дадли. Стоит подметить, что все имена Кинфии в пьесе подобраны особенным образом, подчеркивая все достоинства королевы, как прообраза, а именно: Луна, Мать-Богиня – олицетворяет женскую силу. Артемида – греческая богиня Луны – невинная богиня-охотница. Именно с такими качествами мифических богинь и ассоциировала себя сама королева Елизавета. В таком случае крайне важно и необходимо тонко и точно понять и стилистически правильно передать смысл творения Лилли.

Ефрина Е.
Национальный горный университет
Научный руководитель: Т.Н. Аллахвердян

ОБЩЕНАУЧНАЯ ЛЕКСИКА В НАУЧНЫХ ТЕКСТАХ

Сегодня наиболее широкое распространение получил перевод научно-технической литературы, ввиду быстрого развития науки и стремительного распространения научного знания. Именно научно-технические тексты содержат новейшую информацию о научных и технических достижениях, а, следовательно, отражают реальность сегодняшнего дня.

Важно отметить, что среди всех проблем научно-технического перевода особого внимания заслуживает перевод общенаучной лексики. По мнению Л.И.Борисовой, общенаучный вокабуляр является лексическим фундаментом научно-технических текстов и в полной мере инкорпорирует в себе всю динамику живого функционирования языка. К сожалению, функционирования общенаучной лексики в техническом тексте, ее состав и особенности перевода еще недостаточно изучены современной наукой. Анализ специальной литературы показывает, что на сегодняшний день имеется немного работ, затрагивающих проблематику общенаучной лексики, ее значения в языке науки и техники. К таким работам можно отнести труды Л.И. Борисовой, В.П.Даниленко, Н.М. Разинкиной, М.М. Глушко, И. М. Долгополовой и др.

Л. И. Борисова выделила пять групп общенаучных слов, представляющих наибольшую сложность для переводчика при переводе научно-технического текста. К первой группе относятся общенаучные слова, отсутствующие в большинстве общих переводных словарях, или иначе говоря, к данной группе относятся неологизмы. Далее следует категория слов «ложные друзья переводчика». Поскольку данная группа слов рассматривается в рамках научно-технического перевода, необходимо подчеркнуть, что, проблема «ложных друзей переводчика» применительно к условиям научно-технического перевода приобретает свои характерные особенности, которые проявляются как в качественных характеристиках «ложных друзей», так и в их количественном составе. Такой вывод был сделан ввиду того, что большой процент слов, относящихся к категории «ложных друзей переводчика», составляют довольно часто используемые в научной прозе интернационализмы, при переводе которых постоянно допускаются ошибки. Не менее затруднительными для перевода научно-технических текстов являются общенаучные слова широкой семантики. По словам Л. И. Борисовой, переводных эквивалентов значений у этих слов чрезвычайно много. Они имеют как довольно устойчивые переводные эквиваленты, характерные для технических текстов так и очень широкий спектр самых различных нерегулярных эквивалентов, выбор которых обусловливает контекст. К следующей группе труднопереводимых слов относятся слова с небольшим объемом значений. Эти слова выступают в научно-технических текстах в определенных, конкретных значениях и имеют ограниченное количество переводных эквивалентов. Кроме того, в отличие от слов

предыдущей группы слова с узкой семантикой характеризуются низкочастотностью. Последняя группа слов в рассматриваемой классификации представлена стилистически окрашенными лексическими средствами. К данной группе мы относим регулярные средства субъективно-авторской оценки и нерегулярные образные индивидуально-авторские лексические элементы, такие как метафора, метонимия, сравнение.

Проведенное исследование показало, что трудности, возникающие в процессе перевода общенаучной лексики, главным образом обусловлены отсутствием эквивалентов в общих переводных словарях и выбор эквивалента в таких случаях зависит от контекста. При переводе образных средств и стилистически окрашенных средств важно учитывать нормы русского научного стиля, отличающегося от английского меньшей экспрессивностью.

Наибольшую трудность для переводчика представляют неологизмы, слова широкой и узкой семантики, «ложные друзья переводчика» и стилистически окрашенные средства. В результате анализа текста было установлено, что их переводные эквиваленты специфичны, многие из них не зарегистрированы ни в общих, ни в терминологических словарях. Кроме того, в ходе сопоставительного анализа мы выяснили, что при переводе общенаучных слов, отсутствующих в общих переводных словарях, зачастую именно контекстуальное окружение, а в отдельных случаях, словарные статьи однокоренных слов, способствуют принятию адекватного переводческого решения.

Слова из группы «ложные друзья переводчика» передаются на русский язык либо путем буквального перевода, либо путем замены словом с другим значением.

При переводе стилистически окрашенных слов чаще всего используют прием нейтрализации, поскольку стилистические нормы русского и английского языков не совпадают. В результате исследования способов передачи на родной язык общенаучной лексики, функционирующей в текстах нефтегазовой, авиационной тематики, в текстах по электромеханике, можно сделать вывод, что наиболее часто при переводе используется калькирование, в то время как, транскрибирование и транслитерация применяются переводчиками редко. Также установлено, что частотность применения того или иного приема зависит от тематики текста.

Колісник Я.
Національний університет ім. Б. Хмельницького
Науковий керівник: Д.В. Дегтярьов

ТРАДИЦІЙНІ ТА СУЧАСНІ ТЕОРІЇ ЗВУКОСИМВОЛІЗМУ

Питання про характер та природу звукосимволізм тісно пов’язані між собою, але думки науковців розходяться. Одні вважають, що він має міжнаціональний характер, інші, навпаки, переконані, що звукосимволізм має вузьконаціональний характер. Довести обидва твердження можна лише експериментальним шляхом. Проводилися різні види досліджень:

використовувалася лексика природних мов (японської, арабської, кхмерської, тігріну, ашанті, шону, луганда, йоруба тощо); М. Майрон пропонував інформантам-американцям та японцям оцінити безглузді склади; Е. Фішер-Йоргенсен наполягав на тому, що потрібно співвіднести групу голосних з прикметниками, що виражають антонімічні поняття; Р.Тарте та Л. Берріт – підібрати до малюнків безглузді слова тощо. Кількість правильних відповідей перевищила результати, які очікувалися при випадковому збігові, що дало підстави вченим зробити висновок про універсальність звукосимволізму.

Але супротивниками міжнаціональної теорії виступили канадські лінгвісти І. та М. Тейлори. Результати трьох проведених експериментів продемонстрували, що звукосимволізм не є універсальним. Значення, що асоціювалися з певним звуком, були різними у різних мовах (наприклад, початкові /t/ та /p/ дуже маленькі в англійській мові, але дуже великі у корейській; початкове /d/ дуже велике в японській, але маленьке в тамільській). Високий рівень кореляції було виявлено між шкалами у межах кожної окремої мови (наприклад, шкала руху корелює з температурою в англійській мові, шкала розміру з температурою – у тамільській) .

І. та М. Тейлори вважали отримані результати доказом вузьконаціональності звукового символізму. Але це стало поштовхом для інших лінгвістів, які продовжили проведення експериментів, які б довели правильність їхніх поглядів, і перевірили результати досліджень, проведених канадцями. На сучасному етапі існує ще декілька теорій, які по-різному трактують причини, що породжують звукосимволізм: асоціативна теорія, теорія зворотного зв'язку, синестезична та референтна теорії.

Асоціативна теорія ґрунтується на припущенні, що штучні слова, які пропонуються інформанту, асоціюються в його свідомості зі звучанням слів рідної мови, тому оцінюється не звучання, а значення запропонованих звукових комплексів. Канадські вчені І. та М. Тейлори вважали, що під час методики підбору існує тенденція підбирати іноземний еквівалент за асоціацією, й той самий звук має різні асоціації в різних мовах. Але той факт, що звуки асоціюються в уяві людини з певними поняттями, залишається незаперечним явищем.

Теорія зворотного зв'язку підтверджує гіпотезу про національний характер звукосимволізм. Прихильники цієї концепції вважають, що мовам притаманні різні форми фонетичного символізму, отже, це явище визначається таким фактором, як «мовна навичка». Саме вона сприяє закріпленню окремих звукоформ чи звукових комплексів за певними семантичними одиницями, створюючи так званий «узагальнений ефект»

Синестезична теорія сформульована Е. Сепіром, який стверджував, що існування звукосимволізм можна пояснити простим асоціативним зв'язком між звуком та смислом. Звукосимволізм породжує «акустичні чи кінестезичні фактори чи комбінації тих та інших». Він також вважав, що звукосимволізм носить універсальний характер, оскільки не залежить від мови.

Таким чином, ми можемо сказати, що однією із найважливіших проблем у галузі вивчення звуосимволізму є питання про його природу та характер. На

сучасному етапі існує декілька теорій, які по-різному трактують причини, що породжують звукосимволізм: асоціативна теорія, теорія зворотного зв'язку, синестезична та референтна теорії. Крім цього, деякі науковці вважають, що звуковий символізм має міжнаціональний характер, а інші дотримуються тієї думки, що звукосимволізм має вузьконаціональний характер.

Кураленко М.
Національний гірничий університет
Науковий керівник: Л.В. Фоміна

ІРОНІЯ В ПОЕМІ Г'Ю ДОНАЛЬДА БАРКЛЕЯ

Г'ю Дональд Барклей - вікторіанський поет, ім'я якого мало кому відоме. На жаль, він не досяг тієї вершини слави, коли про автора згадують при першій вдалій нагоді та коли його ім'я виблискує з заголовків усіх газет та журналів. Згадки про Барклея є лише на декількох газетних сторінках, документах бібліографічного архіву та на обкладинці його власної збірки про Ендіміона.

Ідея твору Барклея – це незвичайна інтерпретація давньогрецького міфу. Сутністю твору є критика романтичної поеми Кітса «Ендіміон» (1817) та романтизма в цілому. Він є навіть своєрідним продовженням поеми Кітса. Якщо кітсівська версія давньогрецького міфу втілює філософські та естетичні переконання епохи Романтизму, то інтерпретація Барклея свідчить про вичерпаність романтичних ідеалів у нових історичних умовах розвитку Англії в другій половині XIX століття.

У коментарях квітневого літературного огляду за 1878 рік барклеївська поема характеризувалась як вдала літературна спроба, гідна всіляких похвал. Проте, на жаль, поема так і не знайшла свого широкого кола читачів та дослідників, які б хотіли вглибитися в її дослідження. Майже ніхто їй не приділяв увагу і знайшлася лише одна зацікавлена людина, яка вирішили дослідити цей твір і у своєму дослідженні зробила наголос на його літературний аспект. Цією людиною є Л.В.Фоміна. Вона називає своє дослідження першою спробою опису англійської літературної ендіміонади, що дозволяє збагатити уявлення про закономірності еволюції й національні особливості рецепції античного міфу про Ендіміона в англійській поезії XIX століття та відкриває перспективи для подальшого розгляду цієї теми в художній літературі.

Оскільки Л.В.Фоміна дослідила тільки літературний аспект поеми, а більше ніхто її не досліджував, то не складно зрозуміти що лінгвістичний аспект поеми залишився не вивченим. Предметом спеціального дослідження ніколи не був і стилістичний потенціал поеми, до нього лише трохи доторкалася вище згадувана дослідниця. Твір насичений великою кількістю словесних художніх образів. Одним з них є іронія. Іронія відіграє важливу роль не тільки у стилістичному забарвленні художнього тексту, але і в естетичній та літературно-художній системах твору. У художньому творі іронія є одним із основних елементів вираження безпосередньо авторської точки зору, засобом реалізації суб'єктивно-оцінної модальності, і, таким чином, засобом реалізації авторської позиції. З

точки зору стилістики, іронія – це стилістичний прийом, що базується на одночасній реалізації двох значень слова – словникового та контекстуального, але обидва значення протиставляються одне одному.

Звернімося до сюжету твору. Перша половина барклеївської поеми є своєрідним іронічним переказом легко пізнаваних епізодів з поеми Кітса. Так, аналогічно кітсівській версії, головний герой Ендіміон розкриває своїй сестрі Пеоні причини туги. Проте, на відміну від кітсівського варіанту, барклеївська Пеона іронізує над душевним станом свого закоханого брата : «If aught doth ail thee, brother, tell the tale. /Hast thou done aught against the heavenly powers, / That haply justly they incensed be, /Cut short the pinions of the flying hours, /Or filched the wand of wandering Mercury, /Or strayed with Psyche, in the Paphian bowers, /Arousing Cupid's restless jealousy». Барклей застосовує *глузливу прикриту іронію*, яка виражає сумнів автора з приводу довговічності союзу богині і простого смертного пастуха. Іронічно називаючи любовні стосунки Ендіміона з богинею Леді-Місяць «the tale of an immortal's love, / Unheard by great Olympus, far above», Барклей тим самим спростовує кітсівську ідеалізацію теми вічної любові і протиставляє їй світ прагматичних стосунків, у якому почуття тлінні та підвладні егоїстичним і меркантильним спрямуванням. Так, щиру любов кітсівської богині Леді-Місяць у барклеївській версії підмінено швидкоплинним захопленням Цинтії красою та юністю бідного пастуха. Цим поет висловлює свою тугу за кінцем ери романтичних ілюзій та стурбованість початком епохи прагматизму, яка руйную поезію й красу.

Тож підводячи підсумки, варто сказати, що поема Барклея є художнім відображенням соціальних процесів англійського суспільства кінця XIX століття, критикою вікторіанської моралі, переосмислення романтичних ідеалів. У ній відчутна як іронія на кітсівську ілюзорність та байронівський мотив богорівності, так і переоцінка розуміння краси і кохання в контексті вікторіанської дійсності.

Миценко Т.
Національний гірничий університет
Науковий керівник: Т.М. Аллахвердян

КОНОТАТИВНО-МАРКОВАНІ СЛОВА В АНГЛІЙСЬКОМУ ХУДОЖНЬОМУ ТЕКСТІ

Конотація - це, насамперед, відображення в лексичному значенні слова емоційного ставлення до відповідних об'єктів дійсності, це їх оцінка. У даному випадку оцінка являє собою суб'єктивне вираження значущості, а під значимістю можна розглядати здатність або нездатність тієї чи іншої мовної одиниці відповідати комунікативним потребам людини.

У роботі В.Н. Телія конотація визначається як «семантична сутність, що узуально або оказіонально входить до семантики мовних одиниць і виражає емотивно-оцінне і стилістично марковане ставлення суб'єкта мовлення до дійсності, що позначається у висловленні, яке «отримує на основі тієї інформації експресивний ефект». Конотація слова відображає таку ознаку позначувального

об'єкта, який, хоча і не становить необхідної умови для застосування даного слова, але стійко пов'язане з позначувальним об'єктом у свідомості носіїв мови.

В англійському мовознавстві конотацію розуміють як додаткове, супровідне значення мовної одиниці, що служить для вираження експресивно-емоційних відтінків висловлювань.

Так, розглядаючи конотативні і не конотативні імена, Дж.С. Мілл вважає, що всі імена прив'язані до реального чи уявного, але не до всіх предметів прикріплені індивідуальні назви.

Ю.Д. Апресян вважає, що конотації дуже примхливі, сильно розрізняються у співпадаючих або близьких за значенням слів різних мов або навіть однієї і тієї ж мови.

Маркованість - лінгвістичне, а також загальносеміотичне поняття, вперше розроблене Празькою лінгвістичною школою. Проблемою англійської стилістичної маркованості займалися Ю.Д.Апресян, В.В. Виноградов, Т.Г.Винокур, І.Р. Гальперін, В.И.Шаховський, Л.Р. Сидоркова та ін.

Якщо мовні одиниці розрізняються лише за однією ознакою, то значення іменується базисним (немаркованим), в інших випадках – маркованим, коли вони несуть різну забарвленість. Згідно Р. Якобсона, який ввів термін стосовно до фонем, базисна ознака зберігається в процесі нейтралізації, що не стосується маркованості. Стилістично-маркована лексика може бути закріплена за певними формами реалізації мови і певними ситуаціями спілкування; може використовуватися переважно окремими групами людей, об'єднаними певною спільністю; функціонування її може бути обмежене в часі і т.д. Стилістично немаркованим лексичним одиницям протиставлені за різними ознаками групи стилістично маркованим словам.

Маркованість поділяється на два типи:

1. Стилістична маркованість виникає при виділенні слова з загального стилю певного тексту. Наприклад: *lovely - красивий; чарівний; прекрасний; granny - бабця; бабуся, parky - холодний; пронизливий; прохолодний.* Вибір слів і їх вживання сполучені з різною оцінкою стилістично маркованих лексичних одиниць, які володіють емотивним значенням.
2. Соціальна маркованість мовних одиниць, що закріпляє їх вживання в соціальних групах і шарах (загальновживані, широковживані (розмовні), вузьковживані, що входять до просторіччя, жаргонів) експресивно-емоційними відтінками (нейтральні, піднесені, урочисті, церемонні, жартівливі, іронічні). Такими є офіційне звернення *Ladies and Gentlemen!* або іронічне *Hey, man!*

Стилістична маркованість знаходить підтримку в контекстному оточенні. Оціночно-стилістична характеристика тісно взаємодіє з функціонально-стильовою. Точкою відліку в стилістичній диференціації є нейтральна лексика: лексика книжкової мови має оцінку вище нейтральної, розмовна - нижче.

Стилістично-маркована лексика - обмежена у своєму застосуванні. Вона може використовуватися окремими групами людей, об'єднаних певною спільністю, функціонування її може бути обмежене певною ситуацією або в часі і т. д.

Якщо розглядати конотацію, як частину художнього тексту, то можна побачити, що без емоційно-експресивного забарвлення і оціненості не існує жодного художнього тексту. Дуже часто ця експресивність досягається завдяки дієслову. Так звані прості дієслова найчастіше стилістично немарковані, а складні дієслова здебільшого стилістично марковані, хоча це відноситься не до всіх дієслів.

Маркованість чи немаркованість дієслів в художньому англійському тексті найбільше виявляється на лексичному і синтаксичному рівнях мови.

Мяснікова А.
Національний гірничий університет
Науковий керівник: Ю.А. Савіна

ВЕРБАЛІЗАЦІЯ ЛІНГВОКУЛЬТУРНОЇ СПЕЦИФІКИ ФЕНОМЕНУ КОМІЧНОГО У ХУДОЖНЬОМУ ТЕКСТІ

Дослідження вербальних засобів створення комічного в художній літературі може претендувати на певну цілісність і системність, якщо здійснювати його поступово, починаючи з окремого слова та / або словосполучення, переосмисленого у мікроконтексті, та виходячи в макроконтекст на рівень речення й абзацу як сукупності речень, тобто проводити дослідження як на лексико-семантичному, так і на синтаксичному рівні.

Варто зазначити, що естетична категорія комічного, яка представляє собою своєрідну естетичну форму відображення життєвих протиріч, націлена, перш за все, на висміювання потворного («непотрібного»), що суперечить загальному ідеалу або нормі. Під «комічним» мається на увазі як природні події, об'єкти та відносини, які між ними виникають, так і конкретний вид мистецтва, зміст якого зводиться до осмисленого конструювання якоїсь системи явищ або понять, а також системи слів з метою визвати комічний ефект.

Усі засоби комічного можна розділити на декілька груп, серед яких виділяються засоби, які сформовані фонетичними (використання орфоепічних неправильностей, які допомагають авторам надати повний портрет оповідача чи героя), лексичними (парадокс, іронія, алогізм, каламбур, тропи і використання запозичень), морфологічними (неправильне використання форм відмінка, роду і т.д.), синтаксичними (використовування стилістичних фігур, таких як паралелізм, еліпсис, повтори, градація, анафора, епіфора і т.д.). О.В. Харченко вважає, що серед мовних засобів комізму головними є каламбури, парадокси та деякі види іронії. Перемішування лексики формальної та вульгарної, використання професійної термінології, мовні помилки, смішні імена, яскравий стиль письменника, що створює образи, – це теж важливі засоби комічного.

Комічне мистецтво здатне виявляти комічний потенціал не тільки загальновживаних, емоційних слів, але й термінів, термінологічних слів і словосполучень. Важливими умовами для набування лексичними одиницями комічного забарвлення є комічне середовище, неочікуване поєднання слова у тексті з іншими словами і виразам: «*Students would have no need to "walk the*

hospitals," if they had me. I was a hospital in myself. All they need do would be to walk round me, and, after that, take their diploma - I was a hospital in myself».

Тож можна зробити короткі висновки, що комічний ефект художнього тексту побудований на неправильному розумінні лексичної одиниці в ситуації комунікації. Проблематика лінгвістичних аспектів комізму та мовних засобів його створення, не дивлячись на активну зацікавленість дослідниками нею, все ж перебуває актуальною. Загальні теорії сміху та комізму не можуть бути від'ємними від мови, так як більша частина засобів комізму є вербальною. Гумор володіє не тільки універсальними особливостями, але й ще етнокультурними, і можна вважати, що це є підставою для аналізу великої кількості практичного матеріалу, а гра з формою мовних одиниць однаково продуктивна на рівні слова або виразу.

Овчинникова Д.
Національний гірничий університет
Науковий керівник: Ю.О. Савіна

ПОРІВНЯЛЬНА ХАРАКТЕРИСТИКА КОМІЧНОГО У АМЕРИКАНСЬКІЙ ТА БРИТАНСЬКІЙ ЛІНГВОКУЛЬТУРАХ

Будь-яка подорож – це спілкування, а будь-яке спілкування супроводжується сміхом і жартами, деякі з яких нам складно зрозуміти через різницю ментальності. Почуття гумору – суто індивідуальна характеристика людини, але існують і окремі особливості національного гумору, притаманні менталітету кожної країни. У кожного народу є свої об'єкти насмішок і свої легендарні особистості, про які вигадують тисячі жартів і анекдотів. Гумор, як відображення долі народу, показує весь побут, історію, міфологію, звичаї і традиції народу. У гуморі проявляються основні риси нації такі як: незворушність англійців, нахабство американців або самокритичність французів.

Символом Англії крім Королеви, Біг Бена і двоповерхових автобусів разом з англійською манірністю і зверхністю є, безумовно, англійський гумор. Англійці сміються над усім, що може викликати посмішку, в тому числі і над урядом, і навіть членами королівської сім'ї. Ось наведемо приклад: «*By and by a young man in a blue necktie slips into the chair next to me and asks the time. Half-past ten,' says I, 'and you are Andy Tucker. I've seen you work. Wasn't it you that put up the Great Cupid Combination package on the Southern States? Let's see, it was a Chilian diamond engagement ring, a wedding ring, a potato masher, a bottle of soothing syrup and Dorothy Vernon – all for fifty cents*» – Дороті Верон – дочка англійського вельможі, яка жила у XVI столітті.

Іноді важко зрозуміти, коли англієць жартує, адже він це робить з незворушним обличчям, трохи стримано, як справжній джентльмен, пригнічуючи будь-які зовнішні прояви своїх емоцій. Як писав у своїх «Англійських листах» чеський письменник Карел Чапек: «Вони (англійці) неймовірно серйозні, солідні і поважні, але раптом щось спалахне, вони скажуть

що-небудь дуже смішне, іскристе гумором, і одразу ж знову стануть солідними, як старе шкіряне крісло».

Англійські анекдоти висловлюють незворушність нації в будь-яких ситуаціях, дипломатичність яких часом доходить до смішного. Англійці можуть сміятися над собою, над своєю незворушністю і повільністю, потішитися над власними помилками. Уміння посміятися над собою, а також над владою – не дурість, а гідність, яку цінують.

Стиль американського гумору дуже різноманітний і широкий. Позначається вплив численних етнічних груп. Американський гумор може бути від нахабного, різкого і вільного до доброго, похмурого і тонкого. Хоча перевага в основному віддається смачним, зухвалим жартам. Не дарма ж кидання торта в обличчя, що супроводжується оглушливим сміхом, з'явилося саме в США. Кожен американець вважає, що право радіти і веселитися дано їм з народження. Американці за своєю суттю як підлітки, які своєю потворною поведінкою і цікавістю будують свою демократію гумору. Але останнім часом непристойними стали вважатися анекдоти на етнічні, релігійні, гендерні теми, а також на теми пов'язані з владою: *«After breakfast me and Andy, with eight cents capital left, casts the horoscope of the rural potentate. «Let me go alone,' says I. Two of us against one farmer would look as one-sided as Roosevelt using both hands to kill a grizzly»* – Президент США Теодор Рузвельт (1858 – 1919) зачасу в пресі вихвалявся своїми подвигами, які він робив на полюванні.

Тож можна зробити висновок, що національний момент дуже важливий для вираження почуття гумору, і в гуморі в цілому, так як за допомогою гумористичного сприйняття можна зрозуміти психологічний склад характеру, національні культурні традиції.

Промишленніков А.
Національний гірничий університет
Науковий керівник: Т.М. Аллахвердян

МІЖГАЛУЗЕВА ОМОНІМІЯ В АНГЛІЙСЬКІЙ НАУКОВО-ТЕХНІЧНІЙ ЛІТЕРАТУРІ

Науково-технічний термін визначається як мовний знак, що репрезентує поняття спеціальної або професійної галузі науки чи техніки. Терміни є суттєвою складовою науково-технічної інформації і становлять одну з головних труднощів науково-технічного перекладу через неоднозначність використання та відсутність точних лексичних відповідників при перекладі.

Особливої уваги потребує точний переклад омонімічних термінів з атрибутивним сполученням, коли означення передує терміну. У такому випадку словосполучення перетворюється на галузевий чи вузькогалузевий термін.

Міжгалузева омонімія – це терміни однієї області значення, які піддалися переосмисленню і ввійшли в терміносистему іншої науки. Для міжгалузевої омонімії характерні, принаймні, дві обов'язкові ознаки: за термінами повинні бути закріплені різні дефініції, ці терміни функціонують в різних

термінологічних системах. Вчені вважають, що в більшості випадків співіснування міжгалузевих омонімів стало можливим через їх утворення від латинського кореня. Наприклад, термін *finish* (від лат.“finis”) має такі значення: у техніці – *“обробка, поліровка, чистова обробка”*, у текстильній промисловості – *“апретура, чистота поверхні”*, у сільському господарстві – *“фініш, остання фаза відгодовування”*.

У мові науки і техніки особливо поширена омонімія термінів через те, що у терміносистемах різних галузей науки і техніки широко застосовується так зване семантичне словотворення, коли існуючій формі слова приписується те чи інше значення. Так, наприклад, слово *leader* (один з міжгалузевих термінів) у фізиці має значення *“іскровий або грозовий розряд, лідер”*, у кінематографії – *“зарядка ділянки кіноплівки, рекорд”*, у кібернетиці – *“початок масиву”*, у слюсарній справі – *“ходовий гвинт”*, у геодезії – *“попередній мерщак”*, у гірничій справі – *“направляюча стріла копра”*, у політології – *“провідник, керівник”*, у поліграфії – *“пунктир, пунктирна лінія”*, у ботаніці – *“головна гілка”*, у сільському господарстві – *“основний сорт”* тощо.

Зрозуміло, що значною мірою характер значення таких омонімічних термінів визначається належністю оригіналу до тієї чи іншої галузі науки і техніки та конкретною тематикою самого тексту оригіналу. Однак, перекладацькі помилки можуть все ж виникати у зв’язку із неправильним вибором значення омонімічного терміну із суміжної галузі науки або техніки.

Слід також зазначити, що один і той самий термін може водночас виступати як терміном внутрішньогалузевої омонімії, так і терміном міжгалузевої омонімії. Візьмемо для прикладу термін *starter*. У спортивній термінології він означає *“учасник (змагання)”*, а в сільському господарстві – *“добрива, що вносяться при посіві”*. Це є приклад міжгалузевої омонімії, так як існують абсолютно різні значення в різних галузях. Але якщо цей же термін розглянути в межах однієї галузі, виявляється, що окрім значення *“добрива, що вносяться при посіві”* у сільському господарстві існує й інша дефініція на позначення даного терміну, тобто *“корм для молодняка”*.

І. Б. Тихонова, яка аналізувала проблему омонімії в англійській термінології нафтопереробки, стверджує, що «факт існування міжгалузевої омонімії не може бути перешкодою для комунікації фахівців з нафтопереробки». Т. В. Адоніна, що досліджувала французьку економічну терміносистему, називає обговорюване явище «помилковою термінологічною багатозначністю» і наводить численні приклади того, що «в кожній терміносистемі значення терміна перебуває у своєму понятійному полі для даної конкретної галузі знання».

Вибір точного перекладного відповідника омонімічних термінів визначається конкретною тематикою самого тексту оригіналу. Однак перекладацькі помилки можуть все ж виникати у зв'язку із неправильним вибором значення омонімічного терміну із суміжної галузі науки або техніки.

Трачук А.
Луганский государственный университет им. Владимира Даля
Научный руководитель: Л.А. Бекрешева

ПО ФЕНЕ БОТАТЬ

Взаимодействие социолекта и литературного языка – проблема, обращавшая на себя внимание многих исследователей. В последнее время часто говорят об активном проникновении жаргонной, арготической лексики в публичную речь, средства массовой информации и т.д., поэтому попытка разобраться в истоках арготической лексики имеет актуальность.

Все мы знаем, что уголовный мир по «фене» ботает. На лицо специально разработанный язык, с помощью которого криминальный мир общается между собой, т.е. ***арго*** уголовно-тюремной субкультуры. Выбор криминального арго для исследования обусловлен тем, что из существующих социолектов именно он активно «поставляет» новые слова и значения в разговорную речь.

Интерес к деклассированным элементам общества чётко проявился в Европе в XV веке. К этому времени относится первый закон против нищих (Вена, 1443). С начала XV века появляется ряд материалов о нищих, бродягах, разбойниках и их тайном языке – арго.

Существуют несколько теорий происхождения арго. По одной из них появление этого диалекта связано с историческим периодом расцвета пиратства и дорожного разбоя. Для координации действий эти разбойные группировки требовали коротких и засекреченных команд, что побуждало к их выработке. По другой версии арго возникло в эпоху феодализма, когда существовали замкнутые корпорации ремесленников и бродячих торговцев, которые в целях самозащиты и обособленности от остального общества и сохранения своих профессиональных тайн создавали специальные языковые коды.

Арго существует у всех народов. Так, французское арго (***argot)*** стало известно миру благодаря творчеству Франсуа Вийона, в Италии арго называется ***Furbesco,*** в Германии – ***Rotwelsch***, в Португалии – ***Calão***, в Румынии – ***Limba cârâitilor*.**

Российское арго было описано в XV в. под названием «фени», отчего в настоящем сохранилось высказывание «по фене ботать». Офени – торговцы-разносчики, которых еще называли коробейниками. Происходили они, в основном, из Владимирской губернии, через которую проходили основные торговые пути «из варяг в греки». До сих пор нет единого мнения, являлись ли офени народностью, которая загадочно ассимилировалась, не оставив сколь-нибудь значительных материальных следов своего существования, или это было лишь «профессиональное объединение» торговцев мелкими галантерейными товарами.

Тем не менее, первый словарный материал об условном языке бродячих торговцев-офеней в России был зафиксирован в «Словаре Академии Российской» (1789–1794). В 1850-е годы граф Л.А. Перовский из Особого секретного комитета при Министерстве внутренних дел России попросил

Владимира Даля составить словарь тайных языков мошенников для полицейских нужд. Даль составил словарь «Условный язык петербургских мошенников» и взялся за работу по усовершенствованию словаря офеней, который и был издан в 1859 г. Далее последовала череда научных исследований уголовно-тюремного жаргона. Ряд статей и монографий по данному вопросу увидел свет в первые годы Советской власти. Позже исследовать «феню» считалось дурным тоном, и она печаталась лишь в справочниках Министерства внутренних дел сугубо для служебного пользования.

Как обычно, арго создается путем заимствования определенных лексических и других языковых элементов из уже существующих языков. «Феня» в основе своей имеет множество заимствований из Идиш. Ивритское «битуй беофен» стало в русском тайном языке «ботать по фене» – выражаться особым способом, непонятным для непосвящённых окружающих. Об ивритских корнях воровского арго говорил ещё Мартин Лютер, знавший иврит ТАНАХа и переводивший из него.

«Феня» в основе своей не однородна. Различаются географические диалекты. На Украине миска называется «нифель», в России – «шлемка». В одних местах камерный стол зовут «дубок», в других – «общак». Кроме того, каждая преступная профессия – карманники, домушники, фармазонщики, кидалы и т.п., имеют свой специфический словарный запас. Т. о., «феня» несет и опознавательную функцию в преступной среде, позволяющую отличать «своих» и «чужих».

«Своими» в преступной среде именуются имеющие «Блат» (букв. с Идиш «листок») – рекомендательное письмо с зоны. «Чужие» именуются «фраерами» (с Идиш «вольный; тот, кто не сидит в тюрьме»); их дозволено обворовывать и обманывать. В этом значении слово «фраер» – «простак» вернулось в современный иврит. «Ма ани фраер?» – «Что меня так просто обвести вокруг пальца?»

Проследим ряд заимствований из Идиш, которые были зафиксированы в словаре Владимира Даля и вошли в «Наставление по полицейскому делу» от 1892 г.:

- ***Малина*** – от «малон» – гостиница – место сборов или временного проживания криминальных элементов;
- ***Фарт*** – букв. «добыча» – термин, обозначающий постоянное наличие добычи, т.е. воровскую удачу;
- ***Халява*** – от «халав» букв. «молоко». В еврейских поселениях существовала форма сбора средств для помощи единоверцам «дмей халав» – букв. «деньги на молоко». Вторичное значение «халявы» – то, что достаётся задаром;
- ***Шмон*** – от «шмоне», букв. «восемь». Первоначально слово обозначало вечернюю поверку и досмотр вещей в ночлежках, проводившуюся в восемь часов вечера. В настоящее время используется в значении обыска вообще.

Как видим, эти слова оказались очень живучими, успешно дожив до наших дней. Однако, роль «фени» для сокрытия смысла сказанного от посторонних на

сегодня ушла в тень. Наоборот, отмечается проникновение данной лексики в повседневный язык. О всемерном проникновении «фени» в повседневную речь, в средства массовой информации, кино, литературу немало сейчас говорят, и, в основном, с отрицательным оттенком. Но «из песни слова не выкинешь». Уголовно тюремная субкультура – это часть нашей истории и культуры, которая, благодаря гласности, стала предметом обсуждения и изучения.

Шураєв Р.
Національний гірничий університет
Науковий керівник: Т.М. Аллахвердян

ЯВИЩЕ ДЕЙКСИСУ У СУЧАСНІЙ АНГЛІЙСЬКІЙ МОВІ

Дейксис є однією з основних категорій (поряд з модальністю і референцією), які необхідно використовуються в процесі утворення пропозиції і для «підготовки» його до «переводу» в мовне висловлювання. Таким же чином дейксис служить одним із засобів актуалізації компонентів художнього висловлювання. Дейктичні засоби (особистий, денотативний і хронотопичний) взаємодіють по-різному залежно від ролі мовця і функціонально-смислового типу мовлення. Проблема опису дейксиса відноситься до актуальної галузі дослідження сучасної лінгвістики.

Дейксис (від грецького «вказівка») – це використання мовних виразів та інших знаків, які можуть бути інтерпретовані лише за допомогою звернення до фізичних координат комунікативного акту – його учасникам, його місця і часу. Відповідні вербальні засоби іменуються дейктичними виразами або елементами. Ключовим у понятті дейксиса є те, що він призначений для вказівки за допомогою вербальних і невербальних засобів. В.А. Виноградов зазначав, що «дейксис може бути орієнтований на внутрішню організацію тексту, тобто реалізуватися в «контекстуальному полі вказівки».

В лінгвістиці під дейксисом традиційно розуміють функцію, що співвідносить висловлювання з просторово-часовими координатами акту висловлювання. К. Бюлер розрізняє три типи дейксиса:

1. дейксис видимий – вказівка на те, що знаходиться в полі зору мовця;
2. дейксис контекстуальний, або анафоричний, що містить вказівку до раніше вжитого слова;
3. дейксис уявлення, який вказує на те, що відсутнє в полі зору мовця і не згадано в контексті, але відомо співрозмовникам на підставі їхніх знань про даний предмет.

Дейксис – універсальна категорія. Він являє собою не стільки морфологічну, скільки функціональну сторону мови і служить для вказівки на учасників мовного акту, на ступінь віддаленості об'єкта висловлювання, на тимчасове обмеження повідомлюваного факту. Ця категорія служить для актуалізації компонентів ситуації мовлення і компонентів денотативного змісту висловлювання. Носіями дейктичної функції можуть бути лексичні одиниці і граматичні категорії.

Сфера дейксиса включає:
– вказівку на учасників мовного акту (рольової дейксис) – мовця і адресата, що виражається різними видами займенників;
– вказівку на предмет мовлення;
– вказівку на ступінь віддаленості об'єкта висловлювання, що виражається вказівними займенниками і частками;
– вказівку на тимчасову і просторову локалізацію факту, яка виражається займенниковими прислівниками.

До того ж дейксис як один із способів референції протиставлений номінації; це протиставлення нейтралізується в рольовому полі дейксиса. Дейксис є дуже важливим явищем не тільки для теорії дискурсу, а й у процесі перекладу, адже ми вживаємо дейктичну інформацію практично в кожному своєму висловлюванні.

Ярошенко М.
Национальный горный университет
Научный руководитель: Т. Н. Аллахвердян

МЕТАФОРА В ПОЭМЕ ДЖ. КИТСА «ЛАМИЯ»

Традиционно творчество Джона Китса рассматривается на общем фоне английского романтизма, в сопоставлении с произведениями старшего поколения романтиков (как правило, У. Вордсворта и С. Т. Колриджа).

Джон Китс писал поэму "Ламия" с перерывами летом 1819 г. (конец июня – начало сентября) - сначала на острове Уайт, затем в Уинчестере. Основным источником для Китса послужил трактат английского философа-моралиста Роберта Бертона (1577-1640) "Анатомия Меланхолии" (1621).

В поэме, стихотворный строй которой отмечен влиянием Джона Драйдена (1631-1700), нашло отражение стремление Китса к объективизации эмоций. Не случайно именно "Ламия" открывает сборник 1820 г. Сам Китс в письме к Джорджу и Джорджиане Китсам 17-27 сентября 1819 г., выделив "Ламию" среди других своих поэм, оценивал ее следующим образом: "Я уверен, что в ней есть тот огонь, который должен так или иначе захватить людей: дайте им либо приятное, либо неприятное переживание - они хотят какого-то переживания."

Ламия – аллегорический образ из греческой мифологии, чудовище, пожиравшее чужих детей (мотив, опущенный Китсом). Согласно Дж. Лемприеру, ламия – это злой дух, змея с головой и грудью прекрасной женщины, которая живет в лесах и оврагах, заманивая к себе путников сладостным шипением.

С помощью яркой романтической метафоры Китс показал острые углы романтизма, описал внутренние конфликты, известные ему самому. Метафора помогает передать расстояние между вымыслом и реальностью, чувством и мыслью, красотой и правдой. Метафора становится средством иронического

описания, передает скептическое настроение, становится частью психологического анализа болезненной двойственности, поэтических описаний любви и красоты. Автор использует метафорический язык, стилистические окрашивая пылкие признания Ликия, обращенные к змее, его мольбы и его страсть. Метафорически воссоздана природа в образах богинь-сестр, которые правят звездным небом, сияя серебром. Ярким метафорическим образом является образ самого Ликия, который пьет до дна чашу женской красоты, не подозревая о колдовских чарах возлюбленной, искушенной в науке любви. Посредством метафоры продемонстрирована неудовлетворенность жизнью в воображаемом мире, передана идея иллюзорности любви, противопоставлены уродливое и прекрасное, идеальное и реальное, сновидческое и бытийное.

Adamadze Yu.
National Mining University
Scientific supervisor: O.O. Chernyk

PHENOMENON OF LINGUISTIC ECONOMY IN NEWSPAPER HEADLINES

The essence of language economy lies in the use of minimum linguistic means for maximum content transfer. A tendency towards language economy is conditioned by the rapid growth of various information and the need for its precise, quick and short transfer. The display of language economy is text compression or abridgement. According to O. I. Panchenko, text compression is a conversion of the initial text into its more succinct form. We can achieve it by omitting redundant elements of expressions that can be restored from the context, as well as by using constructions that are more compendious.

Newspaper headlines are of great interest as the material for studying text compression due to their high informativeness and short form. Thus, headlines can draw reader's attention even before reading an article.

Let us consider the ways of compression realization in British newspaper headlines at different linguistic levels.

At the phonological level, compression in newspaper headlines is achieved due to reduction of sounds: *"Rodgers: We're bigger than Luis"; "It's the sun wot won it"*.

At the morphological level compression lies in the use of shortenings and abbreviations: *PM's pledge on jobs, GOP kills jobs package; PCA began hearing on the Nine-dash line of South China Sea; ADB sanctioned 300 million US dollars under SCRIP for road construction in NBNE region.*

The most frequent compression in English newspaper headings takes place at the syntactic level. The main method of compression at this level is ellipsis (omission): "*BNP leader invited to meet Queen at Buckingham Palace garden party*" (omission of the auxiliary verb); "*Want No War Hysteria In Toronto Schools"* (omission of the subject), *White House has been damaged by a bomb* (omission of the definite article)*; "Forty die in earthquake"* (omission of the part of the subject). The omission of the

mentioned components in a headline does not break its semantics and allows drawing attention to the remained words.

At the semantic level, we observe the omission of less important information, which can be easily restored from the context. *"Robin: His final hours"* - readers clearly understand that this heading says about the last hours of the life and death of the Hollywood legend Robin Williams.

The compression of newspaper headlines at the lexical level lies in replacing long words by shorter synonyms or word-combinations by words, which leads to quicker understanding: "*GOTCHA*" (*gotcha* instead of *have got it*); *FDA oks HIV home screening* (*oks* instead of *approves*).

In addition, informativeness in newspaper headlines can be increased by expressiveness, realized by pun and play of words. For example, *"To beat or not to beat"* (The Irish Times); *"Science friction"* (The Guardian)*; "Pensioners first"* (The Sun), "*Wanted a Living Wage"***.** In the first example, the headline imitates the famous Shakespeare saying. In the second example, the headline shows that the article is about the disagreement between British scientists and British government. It is an obvious reference to science fiction. Friction is the force that makes it difficult for things to move freely when they are touching each other; if there is friction between people, there is a disagreement and argument between them. The third example is an allusion to the fixed expression *ladies first.* The last headline can be compared with police announcement "Wanted" - being searched for by the police in connection with a crime that has been committed.

Headline language can be very difficult for non-native speakers due to its compressed form and sometimes incorrectness from the point of view of grammar. As we could observe, the most common ways of text compression in newspaper headlines are omission and use of abbreviations and shortenings. Journalists also frequently use a word play, that allows catching the reader's eye even before they read the article.

Antonenko D.
National Mining University
Scientific supervisor: L.V. Fomina

EXPRESSIVE FEATURES OF STEPHEN PHILLIPS` POEM *ENDYMION*

Despite the inevitable interest in the myth of Endymion in art and all known cultural and historical stages the degree of scrutiny literary version of the ancient heritage is extremely low. Some of myth poets such as J. Lili, M. Drayton and J. Keats tried to do analysis of interpretations of the myth poetics.

The first attempt to trace the history of the myth of Endymion in the art of Antiquity and the Renaissance was made in the monograph of H. Ehepyu "Endymion at the intersection .This work was addressed not only to writers, but to the art historians, artists, because it put a big value upon painting, sculpture and so on .

Phillips poem "Endymion» («Endymion», 1898) is an attempt to revive the beauty of a Greek myth. Figured out Phillips details have a specific semantic load. For example, at the beginning of the poem writer focused his attention on the characters'

earthly origin and describes his family: «... he was born / Out of a mortal woman and with pain; / But that his mother, like some pleasant tree, / Whose husband is the kind-embracing sun » (« ..., he was born / woman and the death in agony; / If not for the fact that his mother as fruitful tree / Her husband - was friendly and bright as the sun "). This fact then explains the further development of the plot - the reason Endymion was immersed in an eternal sleep. Immortality - it is the privilege of the gods, and Endymion, like all people on Earth, can die. As he did not want to leave his lover, the goddess Lady Moon plunges Endymion asleep «I give thee immortality, for I / Will suffer not my darling to decay» («I'll give you immortality, because I / I will not suffer from the fact that my dear will age ").

Phillips poem reflects antique value of life.

Philips tried to find his own individual style, because he wanted to depict the atmosphere of antiquity. On the one hand, stylization to antique poem is ensured by use of archaic vocabulary: “thou”, “hast”, “shalt”, “thou wast”, “wilt thou come”, on the other hand, poet’s aspiration to euphonic harmony and the desire to make the interpretation of the ancient myth more interesting and accessible to modern English readers leads to the use of appropriated language means: interjections, vernacular vocabulary (“Lo!”, “Ah! Ah! What done?”).

Balyas R.
National Mining University
Scientific supervisor: A.V. Shchurov

THE STYLISTICAL FEATURES OF THE *RING-VERSE* BY J. R. R. TOLKIEN

The article is devoted to the problem of analyzing the ways to render the quasi-realia and their stylistic features of the so-called secondary world described in the *Ring-Verse* from the widely known J.R.R. Tolkien’s *Lord of the Rings*

The novelty lies in the fact to help novice translators by the detailed explanation of the style of the poem in order to make in due course an adequate literary translation of this poem. Writing this article is caused by the quantity of the well-known translations of the *Lord of the Rings,* particularly the *Ring-Verse* that were unsuccessful.

The *Lord of the Rings* by J. R. R. Tolkien, written in English, has been translated since its being published, with varying degrees of success, into dozens of languages. As Tolkien was not satisfied with choices made by Ake Ohmarks, the Swedish translator, the author had to compile a *Guide to the Names in The Lord of the Rings* (1967) for the future translators’ sake. Yet most of the Russian translators were not familiar with it or ignored it, or overpraised it very much. All those actions brought them to designing the approaches of their own.

First of all, it is recommended to pay a special attention to the inscription written on the One Ring. The ring-inscription is in Black Speech, the language of Mordor, and is carven in the script of Tengwar. The Black Speech is one of many fictional languages of Middle-Earth created by J. R. R. Tolkien. The Ring bore no gem, but when heated,

it displayed a fiery tengwar inscription in Elvish Runes. Sauron created the Black Speech to be the unifying language of all the servants of Mordor, used along with different varieties of Orkish and other languages used by his servants. The lines were later taken up into a rhyme of the Lore of the Rings, but they were evidently part of the spell that imbued the One Ring with power, since the Elves heard Sauron uttering the same words during the Ring's creation whereupon they took off their own Rings and foiled his plan. The inscription symbolizes the One Ring's power to control the other Rings of Power.
The only example of the pure Black Speech is the inscription upon the One Ring:

Ash nazg durbatulûk, ash nazg gimbatul,
ash nazg thrakatulûk agh burzum-ishi krimpatul.

Translated into English by J.R.R. Tolkien:

One Ring to rule them all, One Ring to find them,
One Ring to bring them all and in the darkness bind them.

Tolkien linguist Helge Fauskanger noted a theory proposed by the Russian historian-orientalist Aleksander Nemirovsky that the Black Speech, according to the shape of words, agglutination and grammar, shares many similarities with the ancient Mesopotamian language of Hurrian. At least, there is no doubt in that language ergative system. E.g.:

- gimbatul - 'to find them'. The suffix -ul indicates 'them'.
- durbatulûk - 'to rule them all'. The suffix -uk possess a meaning 'all'. That is why -ulûk means 'them all'.

The verb form is not dependent on the action of the subject, and from the object (in this case, the collecting object). This is the main way how it is possible to identify the ergative language.

With regards to the rhyming of this poem, it is the octave, an extremely popular type of rhyming in the European literature. The rhyme in Tolkien's verse is evidently based on the principle of ABABCDDC that erects the obstacle or the wall for the setting the final sounds free, as Th. Shieppy states in his *Road to Middle-Earth*. Also, in this poem the typical Old English poetic lines can be seen because the Old English was one of Tolkien's major professional preoccupations. In this poem, it is easy to observe the tautological rhyme that also characterizes the Old English poetry. The repetition of the semantic content in the tautological rhyme deadens the sonority whereas the coincidence of sound composition linked to semantic variation makes the rhyme resonant and musical. The mechanism of rhyme implies a return to the first of the rhymed words not only its sound, but also to its meaning. Thus, a correlating pair emerges, in which the identification of the rhyme becomes the source of the semantic opposition.

*In the Land of **Mordor** / where the Shadows **lie.***
*One Ring to rule them **all**, / One Ring to find **them**,*

*One Ring to bring them **all** / and in the darkness bind **them***
*In the Land of **Mordor** / where the Shadows **lie.***

Using of literary device, called an alliteration is the another aspect that must be considered when the poem is translating. Alliteration is a literary device that repeats a speech sound in a sequence of words that are close to each other. In this poem alliteration plays a very crucial role. It provides a work with musical rhythms. Poems with alliteration lends structure, flow, and beauty to any piece of writing. Poems that use alliteration are read and recited with more interest and appeal. That is why the *Ring-Verse* can be easier to memorize.

Most of J.R.R. Tolkien's alliterative verses are in modern English (e.g. *Kortirion, Habbananan Beneath the Stars, Hoard, Lay of Hurin* e.t.c.), in a variety of styles, but he also composed Old English alliterative verses.

Yet Tolkien's usage tends strongly towards two strong stresses per half-line. While this is common in Anglo-Saxon verse, it is not strictly necessary. In some cases, the author has been sparing with the alliteration but not in this. In half-lines shown above (three Rings, the Shadows lie) the emphasis implied by alliteration on the first stress makes sense in terms of the overall rhythm of the sentence.

The metrical rhythm can be diagrammed as follows; the alliterating pivot syllables are marked in all caps, and stress is marked in terms of the S s W w notation.

THREE Rings for the ELven-kings UNder the SKY
S W w w S W w S W w S

An important feature of the poem is aslo an anaphor that denotes the concept of imprisoning or binding (One Ring to). Combined with repetitions of the lines *In the Land of Mordor, where the Shadows lie*, that becomes a frame, it creates the image of the narrowed space somewhere down below and covered with the complete darkness.

In terms of communicative and pragmatic aspects of translation, in order to achieve an adequate literary translation of the *Ring-Verse* and cause a reaction of foreign recipient, similar to the one who read it in the original, a novice translator must know a historical background of creation and purpose each ring in details to go inventing whole new poetic traditions (or reinventing old ones). Accordingly, It can be correctly identified the lexical meaning of words and rightly translated metaphors and comparisons. And, then, it can be conveyed the essence of the poem.

Bespalenkova N.
National Mining University
Scientific supervisor: M.V. Orel

WHY ENGLISH SHOULD BE UKRAINE'S SECOND LANGUAGE

On January 29 Dmytro Pavlychko again warned Ukrainians about the threat of Russian becoming the official second language.

At a time when the educated in every country in the world, including China and Russia, are learning English as a second language, because English is the de facto world-language, Ukraine's neo-soviet Russophile politicians threaten to isolate the country from the rest of the world with their Russian language legislation and throw Ukraine back culturally 100 years.

Continued use of Russian for business and in the public sphere would send the message that "capitalism speaks Russian;" it would reinforce Russophile orientations and the notion that Ukrainian is only suitable for domestic use. Russian as a second language would mean educated Ukrainians who want contact with the world would have to learn a third language.

Although the language issue is overshadowed in the domestic media by well-merited concern over poverty and corruption, and foreign neo-liberal commentators ignore cultural issues because they think them irrelevant, the economics and politics of public language-use in Ukraine should not be overlooked as language-use is related to political orientations.

Fifteen years after independence public life, business and the media is still Russian-speaking outside Ukraine's three westernmost provinces. At the beginning of this century, In a country where 20% of the population were Russian speaking Russians, 33% were Russian speaking Ukrainians and 47% were Ukrainian speaking Ukrainians; 10% of Ukraine's annual published book titles, 12% of its magazines, 18% of its TV programs and 35% of its newspapers were in Ukrainian.

The government does not enforce its language legislation. All government employees must speak Ukrainian, but most don't and continued to be paid nonetheless. Whether or not foreign corporations use Ukrainian inside their stores is ignored. MacDonald's does use Ukrainian on its menus. Baskin Robbins does not.

As of 2004, teachers still used Russian in "Ukrainian language" schools, some of which also had separate Russian language classes. Much more than the legally permissible 50% of TV programming is in Russian. The neo-soviet Russophile dominated parliament, for its part, has refused to follow the lead of the Russian government and abolish taxation on domestic publications, thus keeping Russian-language products in Ukraine cheaper than Ukrainian - or English-language products.

The fact that Ukrainian speakers buy fewer books and audio visual products than Russian speakers because they are poorer also plays a role here. Perhaps Ukraine's moguls could produce and sell Ukrainian-language audio-visual products and books for less than Russian- language products and finance a Ukrainian- language mass culture, but they do not seem to have tried.

It is thought that as much as 80% of Ukraine's media is owned either by Russians or Russophile Ukrainian citizens. Sixteen years after independence, however, no one really knows who owns Ukraine's media. In 2006 the Ukrainian Helsinki Union, funded by Soros's Renaissance Foundation, was able to reveal partial information about 10 stations.

Foreign companies, of which 3 are Russian, own all or part of at least 9, individuals unknown own all or part of 3, and one is partly owned by a Russophile Ukrainian oligarch.

Mass-circulation Russian-language dailies like Bulvar, Kievskie vedomosti and Fakty i kommentarii are not merely sympathetic to neo-soviet Russophile politicians. They regularly belittle, ridicule and mock things Ukrainian, and highlight Russian rather than Ukrainian pop- stars, movies and television programs.

Ukrainian-language anti-Russian opinion is limited to low-run fringe publications. Russian popular newspapers and domination of the public sphere, however, does not promote political loyalty to Russia. What it does do is promote Russophile/CES orientations thereby reinforcing the old imperial Russian tie and impeding the creation of new ties with the rest of world - which speaks English.

Logically, there is no necessary correlation between language-use and loyalties. Scots, Irish, Indians, Americans, Australians, and Canadians, have all expressed their nationalisms in English. Corsicans and Bretons have used French, and Latin Americans have used Spanish. Ianukovych and Ukraine's Communist Party leaders even speak Ukrainian when they must, and use it as a medium for neo imperial/ neo-soviet ideas.

On the other hand, no one can ignore that few of Ukraine's Russian speakers support political reincorporation into Russia and that almost none have emigrated to Russia since 1991. Ukrainian Russian- speakers can be as pro- EU as Ukrainian -speakers, Russian -speaking Ukrainians can be Ukrainian patriots, and Russian-speaking eastern Ukrainian political leaders sooner see themselves as representing a territorial region than a Russian-speaking population.

Russian-speaking Kiev voted overwhelmingly for Yushchenko in 2004 and Russian speakers were as critical of Putin's gas price-rise policy as were Ukrainian speakers. Historically, however, Russian was not a medium for Ukrainian national ideas and today Russian is rarely used to publicly promote Ukrainian national ideas or integration with the EU.

Consequently, to the degree that the correlation between Russian language-use and pro- Russian political/cultural orientations, though not political loyalties, remains high, Russian as Ukraine's second language would reinforce Russophile/CES orientations.

Russian language-use in business and the public-sphere will return Ukrainian to its pre- 1991 status a second-rate medium suitable only for folk-culture and market-place bartering.

Russian language-use, in short, impedes Ukraine's integration with the EU and the rest of the world. Teaching Russian as a second language in Ukraine's schools will isolate it from the rest of the world. Teaching English would not.

Borisova M.
National Mining University
Scientific supervisor: A.V. Shchurov

THE POSITION OF WOMEN IN THE MEDIEVAL SOCIETY ON THE EXAMPLE OF THE *CHILD WATERS* BALLAD

The theme of my work is about the position of women in the medieval society on the example of the *Child Waters* ballad. The ballad was created in times, when

witches were being burnt and infidels persecuted. That is why it appears before modern readers in an inconsistent manner. The attitude toward a woman was considered as a system of values and it currently causes a lot of various emotions, where uniquely negative ones dominate. A small retrospective will help us to come back to those dark times, as well as imbued with sympathy for the Eve's tribe.

The medieval literature was a significant step in creating modern representation of a woman and her nature. Actually, the Middle Ages not only represent the most detailed and conception of women's imperfection but also comprise shoots of the new appeal to women. Due to the Christian culture two women characters appeared in our time, the antipodes, who are still the most important in the opinion about woman. Eve, accused of the men's fall, and Maria, the virtuous mother of Christ. Trying to reproduce stereotypes of femininity, modern society seldom appeals to the samples of medieval characters. Among them we can recognize such women as Beatrice, Dante's beloved, plucky and selfless Joan of Arc, Hildegard Binge, wise thinker, and passionately devoted Katherine of Siena.

To analyze the ballad, we shall look upon a woman in different situations. We shall understand her place in the society, the quality of education, and her role in family and motherhood.

The medieval representations about a woman depended on different factors. Her position in the society, status are determined by the ideological sources, the most important of which are patriarchy traditions and Christian teaching; the other one spirit component is Christian doctrine itself.

Definitely, the biggest influence on acceptance of a woman in the society has the spiritual hand. There were two interpretations of the Old Testament from the Bible. One is about creating of the humans, and the other one is about men's fall. Each woman, succeeded Eve, was accused of pride, stupidity, frivolity and intemperance.

We also should note that presenting a woman as the main source of the original sin was obvious for the medieval society. Besides, there were clear statements of Paul the Apostle epistles. He regarded the relationship between sexes as an impressive contribution. Later the main positions of Paul's doctrine became clear from his messages: 'The head of any men is Christ, and for woman, the head is a man'; 'A woman can neither reach, nor rule a man, but to be in silence.'

There were plenty of Tertullian's, Aristotle's, and Isidore's of Seville misogynistic views. The last one even has created etymological explanation of words and things. Latin word vir «men», derives from word vis, «power», and also has a connection with word 'goodness'. The name of the woman – milier, came from adjective mollis, which means 'mild, pampered and weak'.

Physical is a woman, spiritual is a men.

Due to the fact, that society was imposed with definition of woman's intelligence, 'immature', and also due to a quite common opinion about woman's sinfulness, doubled by knowledge, education for girls was sharply restricted by laws. Ordinary full-time education was delivered to boys only, there were no many variants of self-realization for girls. The opportunities to get any knowledge had only nuns and representatives of high society. Unfortunately, more often it comprised only religious concepts.

Let us come back again to ballad. Horrible and sexist treatment to the main character (e.g. *Gil Brenton, Lady Maisery, King's Dauchter Lady Jean, Walter Lessley, Rob Roy, Fair Flower of Northumberland, Twa Knights* etc.), golden-haired Ellen, was common for the Middle Ages and Renaissance. A woman was appreciated only for her opportunity of childbearing and the continuation of the human race. For example, a payment for a harm to women, when she could not become pregnant and have children was much less, than for a girl who could. So, Child Waters offers a Cheshire and Lancashire as his ransom for Ellen's harm, yet she denies it for her true love's sake and a probable desire for a social status for her child, as being a bastard he or she could lose everything and become exiles in the society.

Based on the cross-dressing, the ballad shocks the modern reader with its cruelty to a woman since she changes her the social part for the male one after having cut her robes into those of man. Thus, Ellen falls under the male military and social service to her love, Child Waters, as a common page that included both humiliation, physical toils and moral abuse. Moreover, Fair Ellen was with her lover's child, so the anonymous singer exclaims in rage 'Yyet was he neuer soe curteous a knight/ To say, Ellen, will you ryde?' or 'Yyet he was neuer soe curteous a knigh/ As to say, Put on your shoone.'All Ellen's toils could cause both her and her unborn child's death, especially one of the latest tests 'goe thee downe into yonder towne,/ And low into the street;/ The ffairest ladye that thou can find,/ Hyer her in mine armes to sleepe,/ And take her vp in thine armes two,/ For filinge of her ffeete.' Also the text of the ballad is fraught with the pictures of the gender and social discrimination, e.g.

There were four and twenty ladyes,
Were playing att the ball,
And Ellen, was the ffairest ladye,
Must bring his steed to the stall.

There were four and twenty faire ladyes
Was playing att the chesse;
And Ellen, shee was the ffairest ladye,
Must bring his horsse to grasse.

Thus the ballad comprises a classification of the social female statuses:

- mother or lady (a married woman who could bring children to her husband and possess some power and influence);
- sister (usually a humble person, but even if she dares to express her wishes or desires, they can easily be rejected by the members of the higher rank and sex: Waters denies his sister's desire to help Ellen);
- chamber or court maids (ladies at feudal courts who served their masters);
- prostitutes (some of them could rise from the bottom of the society to the financial prosperity due to the higher ranked male sponsors from nobility, yet they had a low social status despite their wealth and influence).

Indeed, there is no status for Ellen, as she had to accept the rules of the game she invented, and Child Waters developed in the most twisted and ugliest way; moreover,

fair becomes a synonym of her beauty and a marker of the prostitute (Ellen is not married, but with a child, and she was to carry – mind Ellen's pregnancy – a *fair ladye* for Child Watres' sexual delight). Only her hard labours probably change Ellen's position at Waters' court as her lover promises to marry her and accept his child. In some versions the hero's mother tells his son to get married to save their reputation, in the others she opposes his newly changed mind. J.F. Child's Version A contains just being informed about Ellen's hard labours. Actually, the story does not develop the collision into the church wedding-ceremony or bridal oaths.

These factors influenced on both the ballad subject and its development.

A woman is humble sinner, 'almost men' and a man is proud and confident in his superiority. Unfortunately, some stereotypes still exist in our society. We have unsolved the problem of gender equality. Our goal is to get rid of them.

Butenko M.
Alfred Nobel University
Scientific supervisor: O.B. Tarnopolsky

MULTILINGUALISM AS A WIDESPREAD PHENOMENON IN THE MODERN WORLD

Multilingualism and bilingualism are common phenomena in the modern world. Bilingualism can be considered as a special case of multilingualism, which requires the use of two languages within in the same linguistic community, and its members are turning to one or the other of these two languages, depending on the communicative situation . Multilingualism is the use of several (more than two) languages within a social community (such as a state), and the use by an individual or group of people several languages, each of which is matched to a particular communicative situation.

For example, like bilingualism, multilingualism does not imply that only one language, of a person is the mother tongue, and the others are foreign. For example, in Ukraine the families where one parent speaks to a child only in Ukrainian, and the second only in Russian, the child grows up as a so-called coordinative bilingual for whom both Russian and Ukrainian languages are native. Similarly coordinative multilingualism is possible, when there are even three languages relatively independent of each other. However, the most common situation it is when only one or maximum two languages are native for the individual, and the others purposefully learned by him as foreign. As a result, a personal psychic structure is formed which is similar to subordinative bilingualism and may be called subordinative multilingualism. In this case, other languages are acquired not independently (as in coordinative bilingualism / multilingualism) but on the basis of previously known languages.

In terms of mastering languages, bilingualism and multilingualism can be natural in origin, and may be the result of so-called educational or cultural way of mastering one or another language.

The achievement of the same level of language skills in the natural language and in pedagogical bilingualism / multilingualism is very rare. In many or even most

cases the first place of mastering belongs to the native language, the second to the first foreign language, the third to the second foreign language, etc.

Cherkashchenko A.
Oles Honchar Dnipropetrovsk National University
Scientific supervisor: T.V. Aksiutina

ENGLISH AS A LANGUAGE OF INTERNATIONAL RELATIONS: OPPORTUNITIES AND THREATS

Language is fundamental to everything people do: it helps us communicate and share ideas, express our feelings, persuade others, etc. The relationship between the language and culture, society, and the mind cannot be overestimated. Among a great number of languages, the importance and prevalence of English is apparent in most spheres. There is a great number of people who use English as a native language and additional language or learn it as a foreign language. What is more important, the English language has captured a dominant position in the international linguistic usage. The era of the Internet which abolished distances and ignored language differences based on geography, contributed greatly to the international use of English, and the processes of internationalization, of globalization, tend to be expressed through English.

Global communication at the turn of the 21st century has brought about many advances blurring technological, economic, political, and cultural boundaries between countries. And the language, English in particular, is an important means of international relations. However, the issue of the language in international relations has not been discussed sufficiently. Thus, the language factor in this sphere should not be ignored and is worth analysing and studying.

According to Henderson, the effectiveness and efficiency of global communication depends, particularly, on the English language which is spoken fluently by a great number of politicians and scientists. He calls it "the language of citizens of the world" which is increasingly becoming language number one in international relations. The idea of a common language seems to provide enhanced opportunities, namely, decreasing global conflicts caused by language differences or successful intergovernmental negotiations. Being the vital means of communication, the language is also considered to be a means of spreading culture and a means of profit. The common language facilitates communication and allows avoiding expensive multi-way translation facilities. In addition, academic and business circles favour the idea of a common language.

On the other hand, such dominance of the English language is viewed as inequality and imbalance. English-speaking countries are claimed to use their language advantage profiting from it in cultural and economic terms. This fact may become an obstacle and threat to progress and success of international relations. Moreover, the issue of choosing one working language is rather controversial and difficult reducing people's necessity to learn other languages or making extinction of minority languages possible.

To conclude, it should be noted that all the countries and governments as well as their leaders are to be aware of the importance of the language in international relations appreciating equality and diversity.

Chorna A.
National Mining University
Scientific supervisor: O.Y. Nesterova

FUNCTION SPECIFICS OF FEATURED WORDS

Every word has its own meaning and role in the language. Besides the denotative meanings the words are often characterized by connotative ones. The meaning or shade of meaning of assessment is very important for a speaker as it provides him or her with the means of expressing the idea in details.

An adjective is a word which acts to modify a noun in a sentence. While adjectives play a large role in many languages – such as English – many other languages have no adjectives at all.

The adjective is multifunctional in English. It is used essentially to describe an object, but, in general, it is meant to enrich and clarify ideas and lead the interlocutors to communicate eloquently.

We can distinguish some the most important roles of adjectives in a novel of manners "Pride and Prejudice" by Jane Austen:

- predicate adjective:
  *It is a truth universally acknowledged, that **a single man** in possession of a good fortune, must be in want of a wife. A **fortnight's acquaintance** is certainly very little.*
- adjective as a noun phrase modifier:
  ***Lizzy is not a bit better** than the others; and I am sure she is not half so handsome as Jane, nor half so good-humoured as Lydia.*
- Adjective as a parenthesis**:**
  ***Impossible,** Mr. Bennet, impossible, when I am not acquainted with him myself; how can you be so teasing?*

As we can see, adjectives make the novel imaginative and picturesque. They point to different roles of objects that help to characterize the object from different aspects (such as color, shape, and weight, size) and pick this object out of others. The objects include author's estimation and her attitude to the situation.

A plenty of adjectives make the picture of the novel more imaginative and picturesque and also they help the reader to feel the inner world of this novel. Namely adjectives can describe feelings, worries and heroes brightly, interestingly and unforgettably.

So, adjectives show an appearance and an inner world of people. Also they make the English language brighter, more refined and accurate. In addition adjectives show the author's attitude to the character or situation.

Derzhula A.
National Mining University
Scientific supervisor: T.M. Vysotskaya

LEXICAL AND GRAMMATICAL PECULIARITIES OF SCIENTIFIC AND TECHNICAL TEXTS

The topicality of this paper is obvious since at present time there is a great necessity to emphasize scientific and technical translation not only as a special kind of activity and special theory that investigates this kind of activity but as an independent applied science. From the linguistic viewpoint the peculiarities of scientific and technical texts are spread on its stylistics, grammar and vocabulary. The main task of scientific and technical translation is to get the information to the reader clearly and precisely. This can be achieved by logical interpretation of actual material without explicit emotionality. The style of scientific and technical materials can be identified as formally logical.

The object of this thesis is scientific and technical texts. The subject is lexical and grammatical peculiarities of scientific and technical texts.

The aim of this thesis is to analyze the peculiarities of scientific and technical translation.

The object, subject and the goal predetermined the necessity to solve the following tasks:

- to carry out general investigation of theoretical problems of the translation of scientific and technical texts;
- to find out lexical and grammatical peculiarities of scientific and technical texts;
- to study lexical and grammatical peculiarities of scientific and technical texts.

The greatest difficulties during translation arise when the situation described in the text in the source language is absent in the experience of language collective - the carrier of the target language, otherwise, when in the initial text the so-called “realities” are described, that is different subjects and phenomena specific to the given people or the given country.

It is necessary to mark, that the English language is characterized by figurativeness, which cannot be transferred to Russian translation.

Having studied the material of scientific and technical texts some of the characteristics can be determined:

1. The absence of emotional coloring. This feature basically also causes absolute convertibility of scientific and technical texts, as the reader should not have stranger associations, he should not read between lines, be admired by the game of words and pun. The writer's purpose is to describe either or other phenomenon or operation, this or that subject or process.
2. Clearness and shortness. Clearness is expressed in the application of legible grammar constructions and lexical units, as well as in the wide use of nomenclature. As a rule, the terms will be utilized conventional, though there are also terminoids to be met. Multiplicity is expressed in wide application of infinitive, gerundial and subordinate

clauses, abbreviations (cuttings) and conventional signs.
3. Special semantic load of some words of ordinary colloquial speech. Rethinking of words of ordinary speech is one of productive methods of new terms' construction.

The research allowed to reveal the common features of scientific-technical texts:
1) the saturation with specific terms and terminological units;
2) the presence of grammatical and lexical structures;
3) the difference in the use of analogue stylistic features in SL and TL;
4) the difference in the frequency of certain speech parts use.

The investigation showed that the language of science is governed by the aim of the scientific prose functional style, which is to prove the hypothesis, to create new concepts, to disclose the internal laws of existence, development, relations between different phenomena, etc. The language tends to be objective, precise, unemotional, and impersonal.

Dudnyk V.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

DIE SPRACHLICHE SITUATION IN DER DEUTSCHSCHWEIZ

Die Schweiz wandelt sich im Laufe der Zeit fast unbemerkt aber stetig. Durch die größere Mobilität breiter Schichten, auch durch Fernsehen, Radio und die in letzter Zeit im Trend liegenden Anglizismen verläuft dieser Prozess heute schneller als früher. Und was ist mit der deutschen Sprache in der Schweiz?

In der Deutschschweiz finden zwei Formen der deutschen Sprache Verwendung: die im ganzen deutschen Sprachraum anerkannte Hochsprache (Standardsprache, Einheitssprache) und die schweizdeutsche Mundart, die sich in zahlreiche regional verschiedene Dialekte gliedert. Die Hochsprache heißt in der Schweiz Schriftdeutsch oder Hochdeutsch. Die Mundart, das sogenannte Schwyzertütsch (Schweizerdeutsch) ist die selbstverständliche Umgangssprache aller sozialen Schichten. Also, Schweizer Hochdeutsch oder Schweizerhochdeutsch bezeichnet das in der Schweiz gebrauchte Standarddeutsch. Es ist eine nationale Varietät der plurizentrischen deutschen Sparche, die sich durch zahlreiche Besonderheiten, Wortschatz, Wortbildung, Morphologie, Syntax, Orthograghie und Aussprache von aussehalb der Schweiz vorkommenden Varietäten unterscheidet. Wer mit Deutschschweizern ins Gespräch kommt, merkt sehr bald, dass diese nicht gerne Hochdeutsch sprechen. Falls es möglich ist, wird Dialekt gesprochen.

Grundsätzlich schreibt man in der Deutschschweiz gleich wie in Deutschland und Österreich. Im Bereich der Verbformen findet man im Schweizerhochdeutschen noch oft Formen, die in Deutschland als veraltet gelten: *du wünschest* statt *du wünscht*, *du fandest* statt *du fandst*. Häufig stehen im Schweizerhochdeutschen andere Wörter als im Binnendeutschen, *Fahrausweis* für *Führerschein*, *Tram* für *Straßenbahn*, *Gitzi* für *Zicklein*, *Gugelhopf* für *Napfkuchen*. Verschiedene Verben bilden das Perfekt mit sein statt mit haben, beispielsweise liegen, sitzen, stehen. Vergleichen wir Schweizer Hochdeutsch und Bundesdeutsches Hochdeutsch: *Estrich – Dachboden*, *Peperoncini*

– Peperoni, *Entscheid – Entscheidung*, *Untertbruch – Unterbrechung*, *„Das Parlament tritt auf eine Vorlage ein“ – „Das Parlament be-schließt, eine Vorlage zu behandeln“, ein Auto einlösen – ein Auto anmelden*, *das E-Mail – die E-Mail*, *Velo – Fahrrad*.

In der Aussprache unterscheidet sich das Schweizhochdeutsche vom deu-tschen (und zum Teil vom österreichischen) Hochdeutsch beispielsweise in folgenden Punkten: *ch* im Anlaut (Beispiel: Chemie, China) wird als hartes *ch* gesprochen, nicht als *sch*; die Endsilbe *–ig* wird nicht zu *–ich*; ein *r* im Auslaut wird niemals vokalisiert (Beispiel: Tür wird nicht zu Tüa). Der regionale Charakter des Schweizerhochdeutschen kommt aber vornehmlich in Stimmführung, Druckverteilung, Klangfarbe zum Ausdruck. Weitere Unterschiede zwischen dem schweizerischen, österreichischen und bundesdeutschen Hochdeutsch gibt es in der Wortbildung; so werden in der Deutschschweiz Ableitungen auf –er favorisiert (Beispiel: Wissenschafter, in Deutschland dagegen Wissenschaftler).

Fedotowa O.
Nationale Bergbauuniversität
Sprachberaterin: S.W. Korotkowa

DIE SPRACHE DES COMICS

In der jetzigen Zeit ist das Thema uber lexicalische Eingenschaften im Deutsch ist besonders aktuell. In Comics kann man die Vielfalt der Sprachen erkennen. *Comics* werden *immer beliebter.* Comic ist ein Vorgang oder eine Geschichte in einer Folge von Bildern. In der Regel sind die Bilder gezeichnet und werden mit dem Text kombiniert. Die Kombination von Bildern und Worten ist oft complex. Ein Comic besteht aus einer Reihe von einzelnen Bildern. Wenn man einen Comic liest, betrachtet die Abbildung nacheinander in einer bestimmten Reihenfolge. Man beginnt links oben auf einer Seite und arbeitet sich Bild für Bild nach rechts unten vor. So erfasst man die Geschichte, die der Comic erzählt. Man sieht auf Bilder an und ergänzt also automatisch die fehlende Beweg**ung. Es geschieht unbewusst.** Comics haben ihre eigene Sprache. Es passt mehr auf der mündlichen Kommunikation, das hängt damít zusammen, dass Dauer der Stichwortes in Bild begrenzt hat. In Comics nutzt man die *dialogischen. Die Worter finden sich meist in einer Sprechblase. Sie ist einer der wichtigsten Bestandteile der Comicsprache, denn durch sie die Figuren zum Sprechen gebracht werden. Durch diese Gestaltung können auch zusätzliche Informationen übermittelt werden, zum Beispiel die Figurlaune* - Bosheit, Liebe, Gluck, Zorn, Haß, Schüchternheit und so weiter. Comics haben auch ihre eigenen Regeln und ihre eigene Symbolik. Der wichtigste Comicsaspekt ist die Onomatopoesie. Zu Onomatopoetika gehören nämlich auch Wörter, die mit verschiedenen Lauten Geräusche nachbilden. „BOOOM!“ oder „WHAM!“ sind Beispiele, die vor allem aus Superheldencomics bekannt sind. Viele Lautmalereien leiten sich aber auch aus einem Wort ab, meist aus dem Stamm eines Substantivs oder Verbs. „Klirr“, „Zisch“ oder „Knirsch“ lassen sich auf die Verben „klirren“, „zischen“ und „knirschen“ zurückführen. Also kann man auch bemerkt die Gezeichnete Redewendungen. Es gibt bestimmte bildliche Zeichen,

die die Gefühle einer Figur ausdrücken. So deutet zum Beispiel ein kleines Herz über dem Kopf an, dass eine Figur verliebt ist. Die Schweißtropfen auf der Stirn stehen für Verlegenheit oder Angst und dergleichen. Insbesondere beim Einsatz verschiedener Strich-, Linien- und Schraffurformen als expressionistisches Mittel zur Vermittlung von Emotionen hat sich im Comic eine große Bandbreite entwickelt. Wor*über hat Comic er*zält*?* Die Comicsbilder sind reich an cartoon motive uber Liebe, Freundschaft, Verrat, Kampf von Gut gegen Böse und immer sarkastischen Anspielungen auf die Alltagskultur und die Abgründe unserer Gesellschaft. Comics sind eine aufregende, spannende, fasselnde und bunte Kunstform. In unserer Zeit sind Comicsindustrie sehr beliebt und erfolgreich - viele Animationsfilme und Zeichentricksfilme haben auf Grundlage der Amazing Comicsgeschichte gedreht.

Fesenko A.
National Mining University
Scientific supervisor: O.O. Chernyk

PECULIARITIES OF ENGLISH COMPUTER SLANG

Slang is very informal use of words and phrases for more colorful or peculiar style of expression that is shared by the people in the same social subgroup, for example, computer slang, sports slang, military slang, musicians' slang, students' slang, underworld slang, etc. Slang is not used by the majority of native speakers and many people consider it vulgar, though quite a few slang phrases have already come into standard usage.

According to I. Mishchuk, computer slang is " ... the words serving as a means of communication between people of one profession – programmers or people who use a computer".

Computer slang has been in use for 20 years, continuously developing and adding new language units. Thus, the process of forming new slang words in this field is of special interest.

Let us consider the ways of computer slang formation.

1) Compounding: *chatroom* = chat + room (a site on the internet, or another computer network, where users have group discussions by electronic mail, typically about one subject).

2) Blending: *shareware* = share +software (a software where the author promises that a portion of the "registration" fee will be donated to charity); *charityware* = charity + software (a form of shareware where, in lieu of the "registration" fee, the author asks that users donate to a charity).

3) Commonization: *word* (is used instead of text processer); *to google* (using the Google search engine to obtain information on something or somebody on the World Wide Web).

4) Clipping: *app* (a computer software application); *bot* (robot); *e-mail* (electronic mail).

5) Abbreviation: *WWW* (World Wide Wait – an expression about 3G or slower connection); *VM* (voicemail); *IM* (Instant Messaging); *AUP* (Acceptable Use Policy).

6) Affixation: *reboot, geekdom.*

7) Neologism: *cyberspace* (the notional environment in which communication over computer networks occurs); *grep* (a command-line utility for searching plain-text data sets for lines matching a regular expression); *noob* (a beginner or new user of computers, often concerning Internet activity); *troll* (is a person who sows discord on the Internet by starting arguments or upsetting people).

8) Acronyms: *ICQ* (an instant messaging computer program "I Seek You"), *NATO* (No Action Talk Only – typical method of resolution of problems in IT); *UBS* (Used to Be Smart – a former programmer who became system administrator or help desk analyst); *Garbage In Garbage Out* (a fundamental principle of computing, that if you feed a computer bad data, you will get bad results, even if the program is working perfectly); *LAN* (local area network), *AOL* (America On Line – an Internet Service Provider).

9) Metaphorization: *mouse* (rodent) → computer device; *virus* (an infection or disease) → harmful software; *spyware* (spy – spook, a profession) → programs, typically installed by stealth, which record what you do on your PC and send reports to criminals, allowing them to steal your bank details, passwords and so on; *stream* (river) → video or audio that plays while still downloading, rather than you having to wait till the download has finished; *surfing* (kind of a sport) → wandering around the World Wide Web; *tablet* (pill) → a portable computer which consists only of a screen, usually with no keyboard, and controlled using a touchscreen; *wallpaper* (a decorative paper for the walls of rooms) → a picture on your Windows desktop; *phishing* (homophone to fishing – the activity of catching fish) → the attempt to acquire sensitive information such as usernames, passwords, and credit card details); *spam* (a canned meat product remained in abundance after World War II which excessive advertising was made fun of by Monty Python sketch) → unsolicited or undesired electronic messages.

The investigation showed that the least productive way of computer slang formation is affixation, whereas the most frequent means are metaphorization and acronym formation.

Gudoshnyk A.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

TENDENZEN IN DEUTSCHER GEGENWARTSSPRACHE

Der Einfluss anderer Sprachen auf Deutsch war immer erheblich. Schon in vor-althochdeutscher Zeit waren neue Wörter aus der lateinischen Sprache und aus dem Französischen eingedrungen. Heute überwiegt der englische Einfluss. Jeder Kontakt mit einer anderen Kultur hat die Sprache bereichert und hat erkennbare Spuren hinterlassen. Diese Entlehnungen spiegeln Kriege und historisches Geschehen, Ideologien, Moderichtungen, Kulturwandel, wissenschaftliche und technische Entwicklung wider.

Die Fremdwörter machen heute einen gehörigen Teil des deutschen Wortschatzes aus. Es sind vor allem lateinische und englische Ausdrücke. Der Anteil der Fremdwörter ist etwa 25%, wobei viele dieser Wörter, besonders aus dem Griechischen und Lateinischen, nicht mehr als „fremd“ aufgefasst werden. Es gibt ungefähr 10% wirklich „fremd“ Wörter im Deutschen. Fremde Wörter gelangen aufgrund des Kontaktes zwischen mehreren Sprachgemeinschaften in eine andere Sprache oder aufgrund kultureller, wirtschaftlicher oder politischer Beziehungen (Handelsbeziehungen zwischen unterschiedlichen Sprachgemeinschaften bzw. Völkern). Das Verbreitungsgebiet einer Sprache ist kein abgeschlossener Raum, sondern es steht in Verbindung mit den angrenzenden anderen Sprachgruppen. Deutsch be-sitzt eine Reihe Wörter von Nachbarsprachen. Noch zu Beginn des 20. Jahrhunderts gab es Bestrebungen zur „Reinigung“ der deutschen Sprache von fremden Wörtern. Erst in der zweiten Hälfte des 20. Jahrhunderts benutzt man die Fremdwörter in der Presse, in den Medien und in der Politik, um den Sachverhalt besser zu äußern und das Interesse der Öffentlichkeit leichter zu gewinnen.

Über 100 Millionen Menschen in der Welt sprechen Deutsch. Die deutsche Sprache gehört zu den wichtigsten Weltsprachen, aber die internationale Bedeutung als Wirtschafts-, Handels- und Verkehrssprache hat heute das Englische. Dies erklärt auch die Tatsache, dass die meisten Fremdwörter, die heute neu in die deutsche Sprache gelangen, Anglizismen sind. Der angloamerikanische Einfluss ist merkbar seit dem Zweiten Weltkrieg und zeigt sich besonders im Wortschatz, Redewen-dungen und in der Valenz mancher Verben. Schon im 18. Jahrhundert waren mehrere englische Wörter und Wortbildungen ins Deutsche gekommen, vor allem durch die Übersetzungen englischer Literatur (Humor, Pudding), durch das Einwirken englischer Politik (Opposition, Parlament) und Wirtschaft (Budget, Banknote).

Die technologische Progression bringt immer neue Wörter mit. In der Geschäftswelt hängt Anglisierung mit dem Zwang zur Globalisierung zusammen. Die Anglizismen markieren besonders stark modische, technische oder gesellschaftliche Trends (z.B. Internet, Jobsharing, surfen, Last-Minute-Reise usw.) Diese Wörter kommem häufig nach kürzerer Zeit außer Betracht. Die Anglizismen und Amerikanismen spielen auch eine wichtige Rolle in der Jugendsprache. Die Jugendlichen wollen ihren Idolen, die oft aus den USA kommen, nacheifern.

Hudozhnik A.
National Mining University
Scientific supervisor: T.N. Vysotskaya

ENGLISH PROVERBS TRANSLATION PECULIARITIES

The study deals with the English language proverbs as well as with the peculiarities of their translation.

The topicality of the research is attributed to the following facts:

1) the necessity of outlining the difficulties of English proverbs translation into Russian and the ways of their overcoming;

2) the necessity of clarifying the ambiguous status of proverbs in the modern language.

The object of our investigation is the vocabulary system of the English language. English proverbs constitute the subject of our research.

Consequently the tasks of our research are:

- to investigate the status of proverbs in the modern language;
- to characterize English proverbs used in films and music;
- to define and to characterize the notion of English language proverbs;
- to explore the strategies for English proverbs translation into Russian;
- to provide their adequate translation.

Nothing defines the culture as distinctly as its language. There are a lot of interesting and well-known ways to diversify it. However, one of the most traditional and much used ways is to use proverbs. Proverbs are short and pithy sayings that express some traditionally held truth. They are usually metaphorical and often, for the sake of memorability, are alliterative.

It should be noted that the translation of English proverbs into Russian has always been a difficult task to cope with. The English and Russian languages appreciably differ from each other, as well as Russian and English cultures. Being formed in different historical, cultural and mental environment, Russian and English proverbs often use completely different images and associations to convey the same or similar thought.

Thus, the theoretical value of our research is that it gives some etymological characteristics of English proverbs.

The practical value of our research is that it provides students with the possibility of enriching their English vocabulary with proverbs. The given practical materials help to distinguish the meanings of English proverbs and enable us to translate them professionally.

Isáeva A.
Universidad Nacional Olés Gonchar, Dnipropetrovsk
Consultora lingüística y de investigación: V. M. Dyadya

LAS PARTICULARIDADES DEL DIALECTO URUGUAYO DE ESPAÑOL

Uruguay, oficialmente la República Oriental del Uruguay, es un país de América del Sur. El español o castellano es el idioma oficial de Uruguay, hablado por la mayoría de sus habitantes. El español uruguayo es una variante del dialecto rioplatense, hablado en Uruguay, Argentina y las regiones aledañas a la Cuenca del Río de la Plata.

Este dialecto es similar al dialecto de Buenos-Aires, además la influencia del portugués brasileño (portuñol) está presente. Pero hay diferencias en el vocabulario y la fonética.

Por ejemplo, un rasgo más distintivo entre los dialectos uruguayo y argentino es la entonación. No hay entonación rítmica que se explica por la frecuente combinación de los vocales en los diptongos.

Entre **las particularidades** que son más distintivas podemos destacar las siguientes. Primeramente, este dialecto se caracteriza por el uso del pronombre "vos" en lugar de "tú", con su propia conjugación verbal en presente ("sos" en vez de "eres", "tenés" en vez de "tienes", etcétera).

En lo morfológico, se destaca el abandono del diminutivo *–illu, -ico, -uelo, -ingo* a favor de *–ito* y de la adición de *–ito* a las palabras sin sufijo. Por ejemplo, "ganchito" (de "gancho") que significa *grapa*.

Además en Uruguay se usan **las expreciones** que no se usan en ninguna parte. Por ejemplo, "a pata" que significa *a pie*, también "al mango" - *en alta voz, con volumen alto*. Hay las palabras "barra" (*grupo de amigos*), "botija" (*niño*), "laburo" (*trabajo*) etc. "Dale" (podemos comparar con "vale" en castellano) significa *OK, de acuerdo*. "Ta" tambien implica *de acuerdo, OK*, pero es una expresión muy usada en el lenguaje coloquial, y no siempre tiene un significado específico. "Che" es la interjección o el vocativo, para llamar a alguien.

La influencia europea en Uruguay ha sido muy fuerte, y a la diferencia de la gran mayoría de los países sudamericanos, la influencia de los habitantes indígenas de Uruguay en la vida del país ha sido mínima. Así podemos encontrar las palabras de origen inglés como "uppercut" (*gancho*), "sandwich" (*bocadillo*) etc.

La inmigración masiva de italianos a Uruguay a principios del siglo XX dejó su impronta tanto en el idioma como en las costumbres. Los ejemplos de las palabras del origen italiano son "locateli" (de *loco* y el sufijo italiano *-eli*, amoldado sobre el apellido italiano Locatelli) - significa *loco*; "lungo" - significa *alto*, referido a personas; nono (de *nonno*) – *abuelo* y otras.

Generalmente un repaso por la historia del componente hispano nos sirvió para explicar algunas características del nivel fonético-fonológico, morfológico y sintáctico del español actual del Uruguay. Aparte del hecho, los fenómenos sociales influyeron en la formación del dialecto.

Korotkina M.
National Mining University
Scientific supervisor: L.V. Berdnyk

SLANG AS AN INTEGRAL PART OF A FOREIGN LANGUAGE

English slang is a part of English language subsystem – nonliterary vocabulary. There are no strict borders between literary, colloquial and nonliterary vocabulary. Reasoned controlled colloquial vocabulary goes smoothly to the level of words which are no longer the norm of literary use. I.R.Halperyn believes that slang is the closest to the category of common literary colloquial vocabulary. "Slang" as an English vocabulary term was coined in the early 19th century, later than terms "jargon" and "dialect".

Slang (jargon, argot) is a layer of vocabulary which doesn't conform with standards of literary vocabulary, words and phrases which a certain social group of people use. Such a group can be rather narrow as well as rather large. A part of slang words is borne upon people at a definite stage. However, they continue to be nonliterary and thus,

informal and too emotional. Cf: *dreamboat – красавец, красавица, egghead – интеллектуал, hot red – классный.*

Slang is an integral part of any foreign language. It is well-known that among all strata of society youth is more under the influence of new things. Young people use a big amount of slang words and expressions that instantly become popular among elder people. Unusual expressions, imagination and irony are the main factors of slang in any language.

English youth slang, which is a significant layer of colloquial vocabulary, has a tendency to transform quickly and change constantly. English youth slang is a way of self-expression, which young people use to make their speech more emotional, to create new "fresh" names of those words that they mostly use in their lives.

Special features of youth slang are metaphorical nominations, changing in lexical item meaning of literary language, replacing the words with their semantic synonyms, usage of abbreviations, phrasal verbs, phraseological units and other methods of new expressions creation.

Translation of youth slang requires from the translator attention, understanding of special aspects of this vocabulary layer. The most successful and appropriate translation of English youth slang is that one, where the translator can find the equivalent word or phrase in Ukrainian slang.

Konowalowa T.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

DIE KUNST DES SMALLTALKS

Reden kann jeder. Erfolgreiche Kommunikation und Gesprächsführung sind eine Fertigkeit, die lohnt, genauer unter die Lupe zu werden. Wer sich sprachlich gut präsentieren kann, wird häufig schneller befördert. Wer verstanden wird, wer überzeugen kann, kommt oft besser voran. Wer richtig kommuniziert, löst Probleme schneller.

In einem Unternehmen mit ineffizienter Kommunikation sind die Folgen oft ernst: Ineffektive Kommunikation hat immer Folgen und zieht weitere Kommunikationsfehler nach sich!

Nicht die letzte Rolle beim Erreichen des Erfolgs spielt sogennante Smalltalk – kleines Gespräch mit der großen Wirkung. Ob als scheinbar belanglose Plauderei im Aufzug oder als kurzes Gespräch auf dem Flur: Gekonnter Smalltalk ist für die Beziehungspflege von größtem Wert. Kontakte sind im Beruf die Basis für den Erfolg. Viele Kontakte beginnen mit Smalltalk. Es ist ein wertvolles Kommunikationsinstrument für die Kontaktpflege.

Manche Menschen haben Scheu davor, einfach ein Gespräch zu beginnen. Nicht Jedermann ist ein geborenes Small-Talk-Talent. Werfen Sie jedoch deshalb nicht gleich von vornherein die Flinte ins Korn.

Wichtig ist erst einmal nur, ein gemeinsames Thema zu finden. Und all-gemeine Themen kennt doch wirklich jeder. Ob es nun die neu gestrichene Fassade des

Firmengebäudes oder der anhaltende Dauerregen ist – völlig egal. Haben Sie einfach den Mut und probieren Sie es aus. Sie werden merken, es ist gar nicht so schwer, wie Sie vielleicht dachten.

Auch anspruchsvoller Smalltalk, zum Beispiel beim gemeinsamen Essen mit Geschäftspartnern oder Kunden, ist für jeden Menschen zu erlernen. Es erfordert etwas mehr Geschick, zum richtigen Zeitpunkt das passende Thema ins Gespräch zu bringen, die Unterhaltung zu beleben und mit bleibendem Eindruck abzuschließen. Dabei ist es hilfreich, sich in die Person des Gegenübers zu versetzen. Fragen Sie sich, welche Ineressen der Gesprächspartner haben könnte. Konzentrieren Sie sich auf allgemein Bekanntes.

Es bieten sich viele Themen an, doch nicht alle sind im beruflichen Kontext empfehlenswert. Absolute Tabu-Themen sind z.B.: Sexualität und Geld. Politik, Religion und Gesundheit sind ebenfalls mit Vorsicht zu genießen. Themen wie Urlaub, Kino, Musik oder Sport sind in den meisten Situationen geeignet. Auch über Srädte, Länder und ihre Bewohner plaudert es sich leicht. Smalltalk im Beruf hat weitaus größere Wirkung, als angenommen und ist ein unentbehrlicher Bestandteil der Zusammenarbeit.

Wer Kontakte knüpft, offen, klar und strukturiert kommuniziert und die Kunst der leichten Konversation beherrscht, kann seinen beruflichen Erfolg deutlich fördern. Die Kunst des wirkungsvollen Redens ist nicht angeboren sondern erlernt.

Kozhushko K.
National Mining University
Scientific supervisor: O. Y. Nesterova

THE SPECIFICS OF SHAKESPEARE'S LEXICON

William Shakespeare had a great impact on the English language. Nearly the half of the English words in dictionaries was created by the great author himself. Some of them we use in modern speech as after few decades they had become a usual aspect of the language. If it was not for Shakespeare, a modern English-speaking people would not know how to express in one word that they have an «addiction» for something. Originated in *The Tragedy of Othello*, the word addiction was firstly used by Herald referring to «each man» saying: «every man put himself into triumph… Each man to what sport and revels his **addiction** leads him». And where would we be without the words «advertising» and «belongings», which were firstly mentioned by The Duke Vincentio in the play *Measure by Measure*. "Thyself and thy **belongings** are not thine own so proper as to waste thyself upon thy virtues, they on thee."

However, some of the words are considered to be heroic and they are rarely used. Let`s not forget that Shakespearean works are difficult to read in the original, sometimes even for native speakers. William Shakespeare lived in 16^{th}-17^{th} centuries so the Old English was used back then and it has its own morphological peculiarities. Some of these words are left on paper only because they are no longer current or are

current only within a few special contexts. Those are archaisms. Many philologists are concerned about proper translation and usage of them in other languages.

Scholars divide Shakespearean archaisms on few groups, most common are: 1) military activity terms (dagger, hilt, falchion); 2) religious activity terms (shrift, bead, atonement); 3) titles, ranks and positions (earl, dives, yeoman); 4) household items and clothes (chimney, doublet) etc.

It `s been long since William Shakespeare became worldwide famous so all the known works of his were translated in probably all languages possible. Now it is not hard to find meanings and translation of archaisms in special dictionaries.

Kurilova M.,
Kurilova V.
Vladimir Dahl Lugansk State University
Scientific supervisor: L.A. Bekresheva

COLOURS ARE THE SMILE OF NATURE

Being the language of international communication English is studied all over the world. Good knowledge of a language is impossible without knowing its proverbs and sayings. Competence in this area makes it easier to read both journalistic and fiction literature. The metaphorical and emotional character of these units makes the speech more expressive. Therefore, for those who learn English language, this layer of the vocabulary is of particular interest.

Proverbs and sayings are short phrases embodying some general truth or moral precept which has gained permanence and often being used in the common speech. But actually these units capture more than just wisdom. They portray the culture, tradition and lifestyle of people. Though present-day people differ from their forefathers, the specific cultural stereotype of the nation is kept within a country and is reflected in its folklore, the part of which proverbs and sayings are.

From linguistic point of view proverbs and sayings are non-motivated word-groups that cannot be freely made up in speech but are reproduced as ready-made units, which occur in metaphorical use and which can be comprehended as a whole lexical unit with the ignoring the formal separability of its elements. They could be made more effective by rhyme, alliteration or rhythmic balance.

The major function of any unit of language is the pragmatic function, i.e. purposeful influence on the addressee. Proverbs and sayings possess large manipulative potential strengthening pragmatic orientation of the text, teaching the addressee certain moral values impersonally what helps individual to comprehend them easier and more painless.

Proverbs and sayings are widely used in all races and nationalities. Native people absorb them from the time they learn to speak, but they must present quite a problem for people learning a foreign language. Even if we translate the proverb adequately we are usually not sure of pragmatic situation for the unit to be used in.

Modern linguistics pays much attention to classification of proverbs and sayings on different leading aspects. Their *content* of is one of such aspects that helps to denote

out specific groups of them. We've concentrated our scientific efforts on studying the British proverbs and sayings mentioning colours.

The topicality of our research is explained by human's a very developed visual sense what is reflected in our language. We made the title of our article the words of English poet *Leigh Hunt*, who characterized colours poetically. Actually colours play remarkable role in our life helping to distinguish objects. Besides, colours are widely used in many English proverbs and sayings as it takes place in Russian too. But our associations with colours are quite different. For example: the Russian associate *melancholy* with the *green* colour – *тоска зелёная*, while the British think of it to be *blue* one. Besides, the native British would use the expression *black dog* for such an emotion what is fully different from Russian.

The words naming colours make the group of *coloronyms* in the vocabulary. Having analysed 1.000 British proverbs and sayings we collected 109 units mentioning colours, i. e. 10% from the amount, what signals us about the popularity of coloronyms in folklore. The most frequent coloronyms used in proverbs and sayings are: *black, white, green, gold, silver, blue, red, pink*. *Black* and *white* associate with light and darkness, so they are the most important among the colours in all cultures giving the birth to secondary association them with cleanness and dirtiness.

Black colour is the leader among coloronyms mentioned in proverbs and sayings (22 %). Usually it associates with negative aspects:

- ***Every bean has its black*** – everything has its negative aspect;
- ***The pot calls the kettle black*** – it's immoral to teach somebody if a teacher isn't sinless himself;
- ***There's a black sheep in every flock*** – *a disgrace to the family;*
- ***Black souls wear white shirts*** – negative aspects pretend to look attractive.

White is the next in the row – 17 %. It is very characteristic that any colour can mean good and bad as well. White colour means *innocence* from one side and *insignificance* from the other.

- ***You cannot wash charcoal white*** – none can change somebody or something;
- ***White flowers are not to be found in a coal sack*** – one looks identical in the group of identical issues;
- ***A white elephant*** – *something which is useless.*
- ***The crow never shows white feathers*** – never gives up (*white feather* was given to ill Celtic men who were unable to take part in military actions);

Green means the beginning of life almost in every culture. It's the age of teaching so many proverbs have this one content taking the third place in the examined group (15 %):

- ***Green wood gives more smoke than heat*** – inexperienced person makes many actions in vain.
- ***He is green*** – *he is a novice*, i.e. doesn't quite know what he is doing (but it could mean either ***jealous*** or ***ecologically aware***, depending on the context);
- ***The green-eyed dragon*** – means *jealousy;*
- ***To have green fingers*** – to be good at gardening.

Gold colour stands at the fourth place among coloronyms – 13 %. This colour is associated with wealth, measure of good nature, higher ideals and enlightenment.

- ***All he touches turns to gold*** *– he is very successful in everything he does;*
- ***All that glitters isn't gold*** – you shouldn't *judge something or someone just by appearances;*
- ***No man loves his fetters, be they made of gold*** *– freedom costs more than wealth;*

Blue is also often mentioned in proverbs and sayings – 12 %. It associates with the sky, purity, sadness, something unreachable.

- ***The air is no less blue because the blind man doesn't see it*** – you shouldn't *judge something if you are not expert in the question;*
- ***Once in a blue moon*** *– something, which happens very rarely;*
- ***Blue-eyed boy (or girl)*** *– someone who can do no wrong.*

Dualistic principle of contrasting colours is often used in proverbs and sayings:

- ***Out of a*** **white** ***egg often comes*** **a black** ***chick.***
- **Golden** ***dishes will never turn*** **black.**
- ***If you are hunting for a*** **red** ***deer then ignore the*** **grey** ***hares.***

Each nation and ethnic group has its own colours associations what makes the products of its folklore unique and worth of deep studying.

Kyrylow I.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

KOMMUNIKATIVE KOMPETENZ BRINGT ERGOLG

Kommunikation ist viel mehr als nur sprechen. Die Kommunikationsfähigkeit zweier Menschen, einer Organisation oder eines Teams ist die Basis für Verständnis, Klärung, Anpassung und Entwicklung. In unserer Gesellschaft fällt es vielen Menschen schwer, auf Andere wirklich einzugehen.

Durch moderne Technik kommunizieren wir immer mehr und immer schneller. Im Zeitalter von SMS oder E-Mail gilt die Devise: Je kürzer, desto besser. Die Schnelligkeit der Kommunikation geht meist auf Kosten der Qualität. Es wird durch Hetze und Stress kaum mehr darüber nachgedacht, ob Worte richtig gewählt sind, wie sie beim Gegenüber ankommen, was sie auslösen. Unklarheiten und Kommunikationskonflikte sind dadurch vorprogrammiert. Im Nachhinein ist es oft sehr zeitaufwändig, entstehende Missverständnisse wieder zu klären.

Während der Andere mit uns spricht, sind wir bereits in Gedanken mit einer Antwort oder einer Gegenargumentation beschäftigt. Häufig befinden wir uns gedanklich schon beim nächsten Thema oder einem anstehenden Termin. Oder man fällt aus Zeitmangel dem Redner ins Wort, unterbricht ihn, weil man bereits zu wis-sen glaubt, was er sagen wird. In unserer schnelllebigen Zeit fehlt es vielen Menschen an der Geduld, zu schweigen und dem anderen volle Aufmerksamkeit zu schenken. Doch nur der aufmerksame Zuhörer kann verstehen, erkennt Signale und Botschaften und ist

in der Lage, angemessen zu reagieren. Kompetente Kommunikation heißt auch: Die eigene Wahrnehmung für den anderen Menschen und das Gesagte zu schärfen. Nehmen Sie Ihr Gegenüber mit allen Sinnen wahr und stellen Sie sich vor wichtigen Gesprächen folgende Fragen:

- Was wollen Sie vermitteln?
- Was ist Ihre Botschaft, sind Ihre Inhalte, Ihre Werte?
- Wer ist Ihr Gesprächspartner? Welche Eigenschaften und Bedürfnisse hat dieser?
- Welchen Ton, welche Sprache, welche Bilder versteht er?
- Welchen Kanal (Hören, Sehen) benutzen Sie, um ihn zu erreichen?

Falls Sie nicht von „Angesicht zu Angesicht" miteinander reden:

- Benutzen Sie ein zusätzliches Medium (Telefon, Mail), um mit dem Anderen zu kommunizieren?
- Ist dieses Medium für den Zweck / Ihre Botschaft geeignet?

Zum Beispiel ist für Terminabsprache ein Telefon ideal, für ein Versetzungsgespräch katastrophal. In der Kommunikation geht es um Qualität statt Masse und es geht darum, individuell, klar, veständlich und dadurch effizient zu sein. Kommunikation lässt sich nur dadurch verbessern, indem man sich bewusster austauscht und an Kommunikationsmängeln kontinuierlich arbeitet.

Wirkungsvolle Kommunikation verspricht Erfolg.

Lakhmastova K.
National Mining University
Scientific supervisor: T.N.Vysotskaya

BRITISH SLANG

British slang is a niche of its own, evolving, transforming and adapting from city to city and from year to year, just as the English language itself. The problem for the learners of English is to know when slang is appropriate and when it is not. Many people condemn slang, but in fact we all use it. The trick is to use slang in the right context. For the learner, perhaps the first thing to remember is that slang is normally spoken, not written. The second thing is that you may wish to learn slang so that you can understand it when you hear it, but it is not necessarily to use it.

Slang is a type of language consisting of words and phrases that are considered to be very informal, more common in speech than in writing, typically restricted to a particular context or group of people. According to the American poet Carl Sandburg, slang is *'language which takes off its coat, spits on its hands - and goes to work'*. The Concise Oxford Dictionary is more prosaic: *'words, phrases, and uses that are regarded as very informal and are often restricted to special contexts or are peculiar to a specified profession, class'.*

While American slang has become nearly universal with the influx of TV shows, films, and other media filling the screens of a significant majority of the media-viewing global population, there is so much more available once you dig beneath the surface of British slang terms and can discover some real gems beneath the surface. There are

some examples of British slang words: *'mate'* – one of the commonly used terms of endearment and affection in British slang terms. Used when you are talking to a close friend, and is often easily substituted for the American *'buddy'*, *'pal'*, or *'dude'*. For example, *'Alright, mate?' all'*. For example, *'I've had bugger all to do all day'*; *'knackered'* – a great word and phrase used by Britons to describe their tiredness and exhaustion, in any given situation. Often substituted in friendly circles for *'exhausted'*. For example, *'I am absolutely knackered after working all day.'*; *'gutted'* – a British slang term that is one of the saddest on the lists in terms of pure contextual emotion. To be 'gutted' about a situation means to be devastated and saddened. For example, *'His girlfriend broke up with him. He's absolutely gutted'*. Offensive slang

These words should be used with care. Although they are not particularly "hot", they can be offensive to the person they are applied to. For example, if you call somebody an "airhead", that person could be insulted although anybody listening would not be shocked.

Vulgar slang

Vulgar slang words should be used with extreme care. In general we recommend that non-native speakers do not use this language. If used inappropriately, you could easily shock both the person you are talking to and anyone listening. You could cause resentment and anger.

Taboo slang

In general, taboo words are the most shocking in the language and should be avoided. Non-native speakers do not use this language. As with vulgar slang, you could easily shock both the person you are talking to and anyone listening. You could cause extreme resentment and anger, with unpredictable results.

In conclusion, we can say that British slang is a separate language with its own rules of application. And learning of British is necessary for everyday life, because we can better understand people around us and keep track of events. Meanwhile there is no extreme necessity in employing slang along with usual words and phrases. Open up this opportunity to the native speakers and enjoy the language.

Makhno K.
Specialized school 7
Scientific supervisor: V.I.Matveyeva

LEXICAL FEATURES OF AFRICAN-AMERICAN VERNACULAR ENGLISH

African American Vernacular English is the variety formerly known as Black English Vernacular or Vernacular Black English among sociolinguists, and commonly called Ebonics outside the academic community.

Some scholars contend that AAVE developed out of the contact between speakers of West African languages and speakers of vernacular English varieties. According to such a view, West Africans learnt English on plantations in the southern Coastal States (Georgia, South Carolina, etc.) from a very small number of native

speakers . Some suggest that this led to the development of a rudimentary pidgin which was later expanded through a process of creolization.

Now, it is extremely difficult to say how many people speak AAVE because it is not clear what exactly this would mean.

African American Vernacular English is widely used in literature, media and music. It does not have a vocabulary separate from other varieties of English. However AAVE speakers use some English words in ways that differ from the standard dialects. A number of words used in standard English may also have their origin in AAVE or at least in the West African languages that contributed to AAVE`s development. Words can be seen to be composed of a form and a meaning. In some cases both the form and the meaning are taken from West African sources. In other case the form is from English but the meaning appears to be derived from West African sources. Some cases are ambiguous and seem to involve what called a multiple etymology. Another interesting set of vocabulary items are called loan translations or "calques'. In such cases a complex idea is expressed in some West African language by a combination of two words. These African words appear to have been directly translated and the same concept is expressed by the combination of the equivalent English items.

We must take note of the many recent innovations which occur in this variety and which tend to spread rapidly to other varieties of English. Most recent innovations are not enduring. These lexical items give regionally and generationally restricted varieties of AAVE their particular texture.

Lexically AAVE is not very different from the dialects that surround it, and contrast with other dialects of English lies in its phonology and grammar most of the vocabulary commonly associated with AAVE is in reality young people`s slang disseminated by rap and popular culture. While there are some words lexically unique to AAVE. The majority of its.

Malysh S.
National Mining University
Scientific supervisor: O.O. Chernyk

FEATURES OF LEXICAL STRUCTURE OF INFORMATION TECHNOLOGY TEXTS

Scientific and technical style is the information space where scientific texts function, i.e. a global information-functional field in which other scientific and technical language or sublanguage genres are realized, for example, the sublanguage of information technology.

Texts of scientific technical literature have certain features. The most distinctive characteristic is terminology. A term is a word or group of words designating something, especially in a particular field, as *atom* in physics, *quietism* in theology, *adze* in carpentry, or *district leader* in politics. These are the examples of IT terms: *banner, case sensitivity, cookies, system administrator, traffic, modem, multimedia* and etc.

As a result of the research, it has been found out that, according to the meaning, information technology terms are divided into the following groups:
- terms denoting items: *screen, modem*, *hard disk drive, keyboard, CPU;*
- terms denoting digital information: *web-mail, virtual money, traffic, e-mail, path*;
- terms denoting processes: *proximity search, download, digitalization, networking*;
- terms denoting people: *user, hacker, system administrator, webmaster*;
- terms denoting values/sizes: *bit field, 3,6-kilobyte file, 16-gigabyte dual channel.*

Having analyzed the texts of information technology, we can observe that according to the structure, the terms are divided into:
- one-component terms: *cookie, c**odec**, backup, java, hosting*;
- two-component terms: *background sound, banner advertising, boolean search, **dichroic mirror**, concept search*;
- three-component terms: *banner exchange services, full-text search engine, query by example*. Usually they are shortened using abbreviation: *WWW (World Wide Web), DNS (Domain Name System), PAT (Port address translation), ICP (Internet Content Provider)*;
- multi-analytical terms, consisting of four or more components (almost all of them are abbreviations): *HTML (Hyper Text Markup Language), ISDN (Integrated Services Digital Network), JPEG (Joint Photographic Expert Group), MIME (Multipurpose Internet Mail Extensions type), NNTP (Network News Transfer Protocol)*.

Apart from abbreviations, people involved in the sphere of information technology frequently use acronyms. An acronym is a word formed from the initial letters or groups of letters of words in a set phrase or series of words and pronounced as a separate word. Here are some examples of acronyms of IT terms: *BIOS (Basic Input / Output System), CMOS (Complementary Metal Oxide Semiconductor), DIMM (Dual In-line Memory Module).*

Texts of information technologies can also be characterized by slang lexical units. They are used in a narrow field of science and help researchers to understand each other. IT slang usually includes emotionally colored words, shortenings or acronyms: *flaming* (hostile and insulting interaction between Internet users), *to hijack* (to go offtopic), *troll* (a person who deliberately provokes a trouble), *newbie* (someone who is new in computing or on the Internet), *app* (application), *to boot* (start up the computer), *bug* (error in a program).

Besides, there are bookish words in the texts of information technology. Bookish words are usually long, polysyllabic borrowed words, sometimes not fully assimilated, often having simpler and shorter synonyms in a neutral style: *minimum, maximum, conversion, structure,* etc.

The research has showed that texts of information technologies have very various lexical structure and include terms, literary words and slang. In conclusion, we should draw attention to the fact, that the sublanguage of information technology is constantly developing, thus this linguistic phenomenon requires more thorough and regular investigation in the future.

Mamenko T.
Nationale Bergbauuniversität
Wissenschaftliche Beratung: S.W. Korotkova

DIE GESTALTUNG VON JUGENDSPRACHE IN DEUTSCHLAND

Es gibt eine Tendenz des Suchen nach Möglichkeiten der Selbstbestätigung unter Jugendlichen, um ihre Unabhängigkeit und kritische Haltung zu den Werten der „Erwachsenenwelt“ zu zeigen. Junge Menschen versuchen, sich von der Masse heben auf verschiedene Arten, einschließlich der Verwendung von "scharfen" Wörtern.

Die ältere Generation oft beklagt, dass sie die Sprache, die heutigen Jugend sprechen , nicht verstehen. Tatsächlich ist Jugendsprache häufig ein Rätsel für Muttersprachler auch, was man redet schon über Ausländer. Alle diese "cool", "awesome" wäre ein Problem für einen Mensch, der einzige Literatursprache kennt.
In Schule, Universität, Lehrveranstaltungen uns dem Verständnis der Fremdsprache in seiner traditionellen Form gelehrt wird, aber wenn man mit ihm in einer realen Situation der Kommunikation konfrontiert, finden wir, dass wir fast alles nicht verstehen.

Deutsch, wie jede andere Fremdsprache, füllt über vielen Slang-Ausdrücken. «Krass», «geil» und viele andere Dinge, die Sie werden von allen Seiten zu hören, wenn Sie durch einen der deutschen Straßen spazieren gehen.
Viele erfundene Neologismen von Jugendliche zeigen eine außergewöhnliche Humor und die Fähigkeit, das Wesen der Titel genau zu bestimmen. Englische Worte waren schon immer bei Jugendlichen beliebt. Jetzt sind Begriffe aus dem Arabischen oder aus dem Türkischen bei Teenagern angesagt: Jugendsprache in Deutschland setzt auf Multikulti.

Viele erfundene Neologismen von Jugendliche zeigen eine außergewöhnliche Humor und die Fähigkeit, das Wesen der Titel genau zu bestimmen.
"Yo, Alter, du hast voll den Swag raus!" So kann es sich anhören, wenn sich Jugendliche gegenseitig ein Kompliment machen. "Swag", "Selfie" (Selbstportrait, das mit dem Smartphone geschossen wird) oder "YOLO" (You Only Live Once) sind unter Jugendlichen in aller Munde. Neu ist, dass auch Worte aus dem Türkischen oder Arabischen wie "Yallah" (Beeilung!) in die Alltagssprache der Jugendlichen einwandern.

Aber nicht nur fremde Sprachen beeinflussen die Wortwahl deutscher Jugendlicher, auch das Netz und medienpolitische Ereignisse bieten Jugendlichen einen ertragreichen Fundus, um neue Worte zu kreieren.

Die Sprache der jungen Menschen ist eine Art der Spiegelbild der aktuellen Trends. Erst vor kurzem hat der Wörterbuchverlag Langenscheidt nach längeren Abstimmungen im Internet das Jugendwort 2013 ermittelt: "Babo" soll laut Angaben des Verlages gerade ganz angesagt sein. Das Wort kommt aus dem Türkischen und heißt so viel wie: Chef oder Anführer. Die Aufmerksamkeit dafür erzeugte der Rapper "Haftbefehl", der dieses Wort neben anderen nicht jugendfreien Begriffen in seinem Song als gängige Wortwahl benutzt.

Morozova V.

Vladimir Dahl Lugansk State University
Scientific supervisor: L.A. Bekresheva

SYSTEMATIZATION OF FIRE PERFORMANCE TERMS

Nowadays we can observe strengthening of the international scientific, cultural and economic collaboration that leads to the rapid growth of terms – the words naming specific objects, processes or concepts of a certain activity. Firstly terms emerge spontaneously forming terminological systems, later globalization causes borrowing the entire terminological systems from one language into another. Our interest lies in the sphere of studying the terms of *fire performance* so popular in the world. *Fire performance* is the general term that would be used for all fire performance arts including *fire spinning, twirling* and *hooping*.

Nowadays there is a need to regularize new terms. The elaboration of certain specific kinds of dictionaries, reference-books that would address such pressing problems as the systematization and standardization of different terms are considered the main tasks of linguistics what makes our topic quite actual.

Since man has been able to control fire, ceremonial dances with flames has always been a part of old cultures in Samoa, Mexico, New Zealand and elsewhere so modern fire performance often includes visual and stylistic elements from many cultural traditions. There are variations of the fire dancing: men often perform a dance that involves walking on hot coals; some performances with fire apparatus manipulation are choreographed to music or only rhythm beating; some shows demonstrate fire breathing and so on. The main thing in them stays – people have power over the fire.

Since the mid-1990s fire performance has grown in popularity. This growth has occurred both in the hobby and professional areas of the skill. Fire skills have become widespread at raves, nightclubs, beach parties, and music festivals. The Burning Man festival has also attributed to the growth and awareness of fire performance with its fire-oriented art. Fire performance has become increasingly popular as entertainment at corporate events, street festivals, and different celebration events.

The various tools used by the fire performance community are borrowed from a variety of sources. Many have martial sources like swords, staves, poi and whips; some seem specifically designed for the fire community. The use of these tools is limited only by the imaginations of their users. The first apparatus is thought to be a *poi*.

Poi, a Maori word meaning "ball on a string", – a pair of roughly arm-length chains with handles attached to one end, and bundle of wicking material on the other. Poi was originally used by warriors as a form of exercise to train for battle and hunting. Swinging the balls developed wrist strength and flexibility which helped in handling different weapons or tools. Gradually though, poi began to be used as a tool for fire dance.

Here are some more terms naming fire tools:

Staff – a metal or wooden tube ranging 1–2 meters long with wicking material applied to one or both ends. Staffs are typically used individually or in pairs. Juggling three or more is also possible.

Fire hoop – hoop with spokes and wicking material attached.

Fire meteor – a long length of chain or rope with wicks, or small bowls of liquid fuel, attached to both ends.

Fire stick – like a traditional devil stick, with wicks on both ends of the central stick.

Torch – a short club or torch, with a wick on one end, and swung like Indian clubs or tossed end-over-end like juggling clubs.

Fire knife – short stave with blade attached to the end and wicking material applied to the blade. Fire knives are the traditional Polynesian fire implement and have been in use since the 1940s.

Fire rope dart – a wick, sometimes wrapped around a steel spike, at the end of a rope or chain ranging from 6–15 feet long, with a ring or other handle on the opposite end.

Fire sword – either a real sword modified for fire, or one specifically built for the purpose of fire shows.

Chi ball/Fire orb – 2 rings or handles with a wick attached between them by a thin wire.

Fire hip belt – a motorcycle chain belt with five spokes extending at equal intervals with wicking on the ends.

Fire snake – similar to *poi*, but has a short 3-5 inch chain attaching the handles to a 12 inch or longer kevlar rope.

Fire cannon – a propane flame effect device; larger ones can shoot a pillar of fire up to 200+ feet in the air, although they usually are mounted to a base or vehicle.

Fire ball – specially constructed juggling balls, either solid balls dipped in fuel and juggled with protective gloves, or ones designed to contain the flame in the centre of the ball.

The popularity of these kinds of performances inspired many other fire toys to begin popping up, including *fire fans*, *fire umbrella*, *fire whips*, and the list only continues to grow. Just as the popularity of fire dancing continues to spread.

As for the forms of fire performance names they are as follows:

Fire Spinning/Twirling – combines both rhythmic gymnastics and different fire apparatus to create an amazing display of both athleticism and art moving fire balls on different trajectories.

Fire Hooping – exciting technique, the iconic hula hooping which is turned into a flaming satellite spinning around the performer's body.

Fire Breathing – is pretty self-explanatory, but we'll give you a quick rundown. Fire breathing is the act of breathing/spraying a fine mist of combustible fuel over an open flame.

Fire Eating – fire eaters extinguish flaming objects by placing them in their mouths.

Fire Juggling – juggling flaming objects, mostly balls, sticks, etc.

Fire performance skills are inherently dangerous and only careful use of the props, storage of the fuel and performance in appropriate spaces will mean that the risks are minimised. Fire insurance policies all require fire performers to carry fire extinguishers, fire blankets or other fire safety equipment to deal with possible

problems. But rushing for adrenalin makes people watch or take part in the art of fire dancing.

Pisareva M.
National Mining University
Scientific supervisor: Ye.V. Stolyarskaya

MYSTERIOUS POWER OF LATIN MISCELLANY IN *HARRY POTTER* NOVELS

"The affirmation of power through confirmation of power structures through Latin is a highlight of Harry Potter novels", – such an assumption was made by Associate Professor V.Y. Dasappan S.J. at the International Conference on Latin ('Latin Language and World Cultures' edited by, (Media House Delhi, 2013)).

J.K. Rowling chose Latin as the language of magic in the world of Harry Potter. The vast majority of the spells we have read and heard are based in Latin. Rowling may possibly have read "Religion and the Decline of Magic" by the historian Keith Thomas or a similar work. Thomas gives an excellent account of the varieties of magical, mystical or superstitious behaviour which were common during the late mediaeval and early modern period in England. Basically, according to Thomas, many of the "spells" used by witches or "cunning men/women" of the period were based loosely on snatches of Latin heard at mass - words that had no literal meaning for the congregations who simply recited them as part of the ritual of worship.

It's doubtful that many or any of the people who used the spell would have the slightest idea what it meant. But they recognized the power of Latin as it was the language used in the almost otherworldly rituals of church, by people who seemed very wise and had a great deal of power.

Latin is a peculiar choice for the language of spells. After the rise of Christianity in the Roman Empire and Europe, Latin became a liturgical language, spoken by the clergy and used in services. It also, as a result, became the language of scholarship and eventually the lingua franca for writing in Western Europe throughout the Middle Ages. Philosophers, scientists, alchemists, and the clergy wrote in Latin so they could share their findings and ideas, and preserve them for future generations.

However, Rowling herself learned Latin in school and she studied French and classical languages at the University of Exeter, so Latin must have seemed like a good choice for an ancient tongue that would provide a mystical feel to it.

Language wizardry isn't unusual for writers of fantasy. The works of J.R.R. Tolkien, author of the "Lord of the Rings" trilogy, and C.S. Lewis, author of the "Chronicle of Narnia" series, reflect those authors' studies in philology – the study of words, especially in ancient literature.

"The Harry Potter books... are not just good literature but a treasury of wordplay and invention," wrote author and librarian Jessy Randall in the journal Verbatim, after the fourth Potter book came out. "In naming her characters, beasts, spells, places, and objects, author J.K. Rowling makes use of Latin, French, and German words, poetic devices, and language jokes."

Rowling uses Latin for the basis of most of her spells. A quick check of a Latin dictionary will reveal what her inspiration for each was, and a little bit of Latin study will go a long way toward understanding how she created the individual names. Latin may be a dead language in our world, but it is alive and well in Harry Potter's.

Portretnaya V.,
Slabinskaya T.
Dnepropetrovsk University of Alfred Nobel
Scientific supervisor: M.R. Kabanova
Language supervisor: Paul Bradbeer

MULTILINGUAISM, INFORMATION AND COMMUNICATION TECHNOLOGIES

The phenomenon of Multilingualism or, as they call it;the phenomenon of bilingualism is constantly being studied by experts in the field of political science, psychology, methods of teaching foreign languages and linguistics. Although multilingualism is not exactly a new phenomenon, it has not yet gained general acceptance among researchers. However, attached to this opinion of those researchers who are considering polylinguism or multilingualism as a study of the computer at the modern stage of multidimensional and multifaceted development, the range of people who use information and communication technologies during the study of foreign languages is becoming wider and wider, with the computer and the Internet being an important tool for learning a number of foreign languages.

For example, when teaching the students the specialty "Philology. Applied linguistics", thanks to basic language training using in depth study of information technology, high-level competence in IT mastery, it is possible for students to master 2-3 foreign languages, which will shape their future of a student and make them competitive in the labor market.

Multilingualism as we know is the use of several (more than two) languages within a certain social community (first of all at state level); the use by a person or group of people of several languages, each of which is used according to a concrete communicative situation. A special case of manifestation of multilingualism is bilingualism, knowledge of two languages. The American sociology defines bilingualism as "use of two languages with an equal share of legitimacy at a workplace or in educational institutions". However the definition given by Schweitzer and Nikolsky gives a fuller representation: "Bilingualism is a coexistence of two languages within one language (speech) community using these languages in various communicative spheres depending on a social situation and other parameters of the communicative act.

The relevance of multilingualism as a sociocultural phenomenon is that operating in several languages is a necessary condition of successful activity of a person and communities during the globalization era as globalization assumes interpenetration of material and spiritual components of various social cultures as the element.The phenomenon of multilingualism is a phenomenon of the century. It is

inherent in all regions of the world in different form and in different relationships.Acquisition of languages which are the means of communication and information exchange with the people of other countries gains increasing value. Of course, the main problems regarding multilingualism are far from being solved.

Prodan K.
National Mining University
Scientific supervisor: O.O. Chernyk

DIFFERENTIATION BETWEEN ENGLISH TERMINOLOGICAL VOCABULARY AND INDUSTRY WORDS IN BUSINESS AND ECONOMICS

Business and economics sphere involves business relations in the production, exchange, distribution and consumption of goods. There is an urgent need to understand and determine terminological vocabulary and industry words correctly, as they play an important role in accurate information delivery to buyers and sellers, economic tasks realization and proper trade system operation. The focus of the research lies in studying and analyzing industry words and terms in order to reduce misunderstanding and increase business and economic effectivity and growth.

Terms are not used in everyday speech and serve as important means of professional communication. Terms are words and compound words or multi-word expressions that in specific contexts have specific meanings, which may deviate from the meanings the same words have in other contexts and in everyday language. According to D. S. Lotte, a term must express limited and fixed concept independent of a context, be monosemantic within given and related disciplines. In addition, G.O. Vinokur notices that any word can act as a term and it is only a word in a special function. While researching terms, L.V. Aleksandrovskaya, V. P. Danilenko, B. N. Golovin mention that terms are characterized by monosemanticity, accuracy, systematicity, contextual independence and emotional neutrality.

The investigation of English terminological vocabulary of business and economics showed that there are several types of terms in this field:

1) simple terms (consisting of one word): *franchise, income, demand, to debit, endorsement, inflation, interest, beneficiary, assets, tariff, profit, monopoly, shortage, dividend, pawn, rivalry, leasing, marketing, abatement, tender;*

2) compound terms (consisting of two words): *startup, dotcom, shareholder/stockholder, overheads, undercapitalization, turnover, trademark, logotype;*

3) word-combinations: *outstanding credit card, interest rate, energy-utilizing markets, tax avoidance battle, bill of exchange, capital market, affiliated branch, full service bank, joint enterprise, amount of balance, payment by installments, graduated taxation, press release, circulating capital, small-scale business, gross receipt;*

4) abbreviations: *bitcoin XT* – internet coin of extended technology*; DEQ* – Delivered Ex Quay*; DDU* – Delivered Duty Unpaid*; CPI* – Consumer Price Index; *GDP* - Gross domestic product; *CIF* – Cost Insurance and Freight.

Industry words serve for designating different production stages, capital equipment, materials, output products, etc. The professional vocabulary is irreplaceable for laconic and accurate expression of thought in special fields. Industry words are used by groups of people of a certain profession. Unlike terms, industry words are perceived as «semi-official» words which do not have strict scientific character. They are mostly used in oral speech or newspaper articles issued in specialized publications intended for people who are interested in this type of activity and sphere of production. In such cases, professional expressions have no explanations, as the reader is supposed to be adequately familiar with a subject of a publication. Z.I. Komarova asserts that emotional and expressive coloring is typical for industry words.

While investigating English business and economics industry words, several types of them were found:

1) abbreviations: *BOC* – Bank of Canada, the central bank of Canada*; BOE* – Bank of England, the central bank of the UK*; CBs* – abbreviation referring to central banks; *FOK* – Fill or kill (an order that, if it cannot be filled in its entirety, will be cancelled)*; G7* – Group of 7 Nations (United States, Japan, Germany, United Kingdom, France, Italy and Canada);

2) emotionally neutral lexical units: *bookkeeping* – do accounts*; seats on change* – place of work (at stock exchange*); settlement clerks* – people who compare or gather the various trades of the day (at stock exchange); *consignments* – selling of goods by an agent; *good for day* – an order that will expire at the end of the day if it is not filled; *longs* – traders who have bought a product and are hoping that the price will go up; *swap* – the simultaneous sale and purchase of the same amount of a given currency at a forward exchange rate; *day trader* – speculators who take positions in commodities and then liquidate those positions prior to the close of the same trading day;

3) emotionally coloured lexical units: *fool's gold* – something worth much less than many people believed; *bellwether* – one who takes the lead or initiative; *golden parachute* – a large payment or other financial compensation guaranteed to a company executive if they should be dismissed as a result of a merger or takeover; *greenback* – a nickname for the US dollar; *bull* – one who bought in anticipation of a higher price to come; *bear* – one who sold stocks which most frequently he did not in this sphere; *loaded up* – person who has additional sum of money/stocks/bonds; *wiped out* – opposite to *loaded up*; *cable* – the GBP/USD pair (*cable* earned its nickname because the rate was originally transmitted to the US via a transatlantic cable beginning in the mid 1800's when the GBP was the currency of international trade).

From the research that has been carried out, it is possible to conclude that both industry words and terms are characterized by the prevalence of abbreviations. The abbreviated terms are well recognized by people who are not involved in business and economics, whereas the abbreviations representing industry words can only be understood by people who work in this field. While distinguishing between these two groups of lexical units, the level of scientific content and emotional colouring should be taken into account. The word meaning could be sometimes cleared only in case of deep knowledge of trade and economics. This involves a necessity to consult with experts, to use different information sources such as books, magazines and articles. A

creation of specialized glossaries is relevant as they would differentiate and make the meanings of terms and industry words more precise.

Sikun Ch.
National Mining University
Scientific supervisor: O. O. Chernyk

MEANS OF COMPRESSION AND EXPRESSIVENESS IN ENGLISH PROVERBS

The study of the English language and English culture would not be complete without folk art, which includes proverbs and sayings. A proverb is a short, clever expression, usually of unknown and ancient origin, that contains advice or expresses some obvious truth. Many traditional sayings are still in general use today.

A phenomenon that makes a proverb more interesting and easier for reading is *compression*. According to O.I. Panchenko, *language compression* is the transformation of the source text with the intention to impart a smaller form to it, which is achieved by the omission of redundant elements of speech that can be restored from the context and extralinguistic situation, as well as by using constructions that are more compact.

Let us consider the compression of English proverbs on different linguistic levels:

1. syntactic*: "Long absent, soon forgotten"***.** In this sentence, we can observe the omission of the subject and predicate: "*What is* long absent, *will be* soon forgotten. The use of passive voice instead of active voice is also an example of syntactic compression: *What is done cannot be undone;*
2. lexical: *"If they need a buddy, let them buy a dog"*. The word "buddy" is used here instead of a longer word "friend";
3. semantic: *"An apple a day keeps the doctor away"***.** A completed variant: "*Eat* an apple a day, *it* keeps the doctor away.

Besides, it should be mentioned that proverbs differ from everyday conversation statements due to their *expressiveness.* According to S. M. Galkina-Fedoruk, *expressiveness* is linguistic means, which distinguish speech from the ordinary, stylistically neutral language, make it brighter, emphatic and more impressive.

While investigating English proverbs, the following means of expressiveness have been found:

1. rhyme (a repetition of similar sounds): Red sky at mo*rning:* Sailors' wa*rning;*
2. hyperbola (exaggeration of smth): Well begun is *half* done;
3. simile (comparison of two or more subjects): March comes in *like* a lion, and goes out *like* a lamb;
4. parallelism (using words, similar in their construction, sound, meaning or meter): *Easy* come, *easy* go;
5. metonymy (replacing the name of a thing with the name of something else with which it is closely associated): Kings have long *hands*;
6. antithesis (helps to achieve a contrasting effect): Man *proposes*, God *disposes*.

As a result of the analysis, it has been revealed that English aphorisms undergo compression on three levels: syntactic, lexical and semantic. The omission of some components of a sentence does not break its semantics and allows drawing attention to the remained parts of a sentence. The choice of short synonyms and omission of obvious information make aphorisms shorter and more laconic.

Expressive means make aphorisms brighter and enable them to influence a recipient. The combination of compression means with stylistic devices becomes a signal to a listener. We can distinguish a "proverb" style, which exists regardless of time.

Sinitskiy D.
La escuela №7
Consultora de investigación: T.A. Bobrovska

LOS RASGOS LINGUÍSTICOS Y GRAMATICALES DE LOS VARIOS LATINOAMERICANOS Y EUROPEOS DE LA LENGUA ESPAÑOLA

Ahora muy importante saber cómo utilizar la comunicación linguística en la conversación con el mexicano, español, cubano etc. Importante saber como usar varios correctos de la gramática y vocabulario. Tambien hay algunas zonas en América Latina que se diferencian sus estructuras linguísticas entre sí. La diferencia existe entre la versión en español de Europa y América Latina en todos los niveles de la lengua, tales cómo: la morfología, la fonética, la semántica etc.

El conocimiento de las diferencias en la pronunciación y la correcta elección de los elementos léxicos y estructuras gramaticales nos ayudará más.

Snisar V.
University of Customs and Finance
Scientific supervisor: T.V. Chukhno

INFLUENCE OF ENGLISH ON THE POLISH LANGUAGE

Every language constantly changes and adapts to the needs of the community that uses it. Factors causing changes are not only in the language itself but also outside it – in various areas of a social life: in art, fashion, politics etc. One of the consequences of linguistic development lies in borrowing foreign words. They have been integrated into the Polish language since ancient times: we can find Latin, Italian, German, Hungarian, French and Russian loans but today the most numerous are anglicisms.

English words at a large scale began to be used in the Polish language after the World War I. They reffered to a sportlife, trade and political relations. In the interwar period English vocabulary was limited to sports (*tennis – tenis*, *badminton – badmington*) and nautical terminology (*aqualung – akwalung*, *bull's-eye – bulaj*).

After World War II English loan words began to play a large role in Polish. The large amount of them was related to the technical and scientific terminology. These are the words in the field of cybernetics (*bit – bit*, *coder – koder*, *computer – komputer*),

electronics (*kinescope – kineskop*, *laser – laser*, *transistor – tranzystor*), the names of new materials and alloys (*polyester – poliester*) or new machines (*accelerator – akcelerator*, *decoder – dekoder*). Also we can find some in automotive field (*scooter – skuter*, *trolley bus – trolejbus*, *jeep – jeep*, *combi – kombi*, *tuning – tuning*). Many new words are associated with fashion as an area of life in which changes are fast and constant (*jeans – dżinsy*, *topless – toples*, *bikini – bikini*). Numerous borrowings from English are in the field of music (*blues – blues*, *hip-hop – hip-hop*), a number of words relates to food products (*coca-cola – coca-cola*, *ketchup – keczup*, *chips – chipsy*, *hamburger – hamburger*). In addition to these groups there are also a lot of words from different spheres of life: cinema (*animator – animator*, *western – western*), art (*pop-art – pop-art*), household (*toaster – toster*), military (*sniper – snajper*, *commando – komandos*). There is a specific group of words, phrases and even the whole sentences, which have the character of quotations. They are unchangeable and phonetically as close as possible to the original (*gadget – gadget*, *science-fiction – science-fiction*, *chewing-gum – chewing-gum*).

Borrowings can be divided into several groups according to their origin.

There are phonetic and graphical loans which differ from one another. The first are borrowed during the direct contact with a native speaker. Writing these words in Polish reflects the pronunciation that is close to the original (*interface – interfejs*). The second come by using letters, they retain the original spelling and the pronunciation is adopted to it (*sweater – sweter*).

In the process of borrowing the words can go directly from one language to another - from English into Polish (*match – mecz*, *jam – dżem*). There is also a long way when the English word passes through other languages before it gets into Polish.

English borrowings have to pass the phonetic adaptation before they come into Polish. Polish language has 7 vowel phonemes whereas English has 45 (including diphthongs), so its vowel system must be reduced. Long English vowels have been replaced by a neutral vowel: *scooter – skuter*. Vowels [o] and [o:] are put through [o]: *setball – setbol*. English [æ] is interpreted as the Polish [e]: *flash – flesz*, *smash – smecz*. English [Λ] goes to [a]: *pick-up – pikap*, *dubbing – dabing*. Phoneme [ə:] exists in the Polish language as [e]: *girls – gerls*, *shirting – szerting*; [i] is interpreted as [i] or [y]: *dictograph – dyktograf*, *trick – trik*. Phoneme [i] occurs even after that consonants, which are hard in Polish (t, d, s, z, r). A number of such words have alternative forms: *biznes – byznes*, *singiel – syngiel*, *dribling – drybling*. English [ou] changes to [o]: *gocart – gokard*; [ei] to [e]: *container – kontener*; [ɛə] to [e]: *mohair – moher*. Diphthongs [au] and [ai] come as a combination: *outsider – autsajder*, *driwe – drajw*, *broiler – brojler*. English [l] in combination [gl, tl, bl] is replaced by Polish groups [gel, tel, bel]: *single – singiel*, *double – debel*, *beatels – bitels*. Semivowel [w] corresponds to the Polish [ł]: *tweed – tłid*, *twist – tłist*. The combination of [ku] has been given as [kw]: *quasar – kwazar*, *quizz – kwiz*; and [th] becomes [t]: *bathial – batialny*.

Words usually have to pass the formal transformation to come into the grammatical system of language. In the first phase they are often unchangeable: *radio – radio*, *studio – studio*. Later they become incorporated into the Polish declensional system. Nouns borrowed from English and ending with a consonant (*cocktail – koktajl*,

nylon – nylon) or ending with **-a** or **-ka** give the opportunity to create a female form of loan words, such as *kidnaper – kidnaperka* (kidnapper). The suffix **-ować** dominates in the verbs of foreign origin. In most cases the verbs are formed from already borrowed nouns and adjectives: *frustracja – frustrować* (frustration), *nokaut – nokautować* (knock-out). The adjectives which came from English often use suffix **-owy**: *weekend – weekendowy*, *camping – kempingowy*, *detergent – detergentowy*. Sometimes it can also be **-ski**, **-owski**, **-alny**: *mixer – mikserski*, *speaker – spikerski*, *individual – indywidualny*, *pop-art – popartowski*.

As we can see borrowed words are adopted very quickly and almost immediately become the basis for creating the derivative words due to the establishment of international contacts and the trend of mixing languages. This leads to developing the international words, which allows a person to identify them even if he doesn't know the language. Important sources of such words are Latin, Greek and Roman. However, in recent years the English language plays the most important role as a language of international communication.

Sutremina A.
Vladimir Dahl Lugansk State University
Scientific supervisor: L.I. Kharchenko

SEMANTIC CHARACTERISTICS OF NEOLOGISMS

A necessary condition for the existence of the language is its continuous replenishment by new units. Such evolutionary processes primarily concern lexical and semantic level of language as lexical composition directly reflects the objective reality and the processes of its cognition by a man. Therefore, a characteristic feature of modern linguistic science is the study of the dynamics of the vocabulary. A number of scientific papers, authored by V. Berezynsky, Z. Halimulina, V. Zabotkina, A. Zatsny, I. Manoli, O. Klymenko, O. Senko, S. Tohoyeva is dedicated to the issue of evolutionary processes in the language. The works by researchers in French neology (M. Buvere, L. Gespen, L. Hilber, F. Gaudin, A. Dugas, L. Depeker, J.-F. Sablerol etc.) strongly suggest an urgent need to examine issues related to the factors in the development of the semantic structure of lexemes, expanding their nominative potential, particularities of updating neologisms in different types of discourse.

In modern linguistics the process of neologisms formation of the vocabulary is interpreted not only as the emergence of new words, but as a process that involves internal and external borrowings, semantic transformation of words, formation of new stable combinations, updating of certain idioms in a certain period of time, which correspond to multidimensional relativity of the concept "neologism" and its understanding as the social and historical category (N. Kotelova, S. Alatortseva). The features of using neologisms are defined not only by semantic competence of the speaker, which is responsible for the correlation of the sign and the world, but also by pragmatic competence, which provides a permanent connection between the speaker and the sign. Therefore, an important aspect of the research of neologisms is analyzing the characteristics of their functioning in the discourse.

Neologisms combine an element of semantic novelty and innovative structural features contributing to filling the gaps in the field of nominations and in the field of connotations. The emergence of such lexical innovations is caused by the need to give a more complete assessment to particular details of the modern linguistic world image, to new realities, events, situations, and to reflect the old in a new way, especially by the associative artistic and figurative expressive form.

In modern linguistic works neological expressions are usually divided into three types (by J.-F. Sablerol, M. Kabre, S. Mejri):

1) word combinations containing a single neologism;

2) an unusual (in structure or semantics) combination of lexical units already existed in the language in the word combination;

3) transformation of the stable word combination by modifying its original value, changing the order of the components, by the appearance or withdrawing of a new component, by reconsideration of the value of the existing statement.

The appearance of most neological expressions involves the development of the semantic structure of their elements. These semantic modifications are the basis for creating any type of connotative characteristics, which, in turn, increase the pragmatic force of a newly created unit. In cases where the cause of connotative characteristics is a combination in the word combination of words of incompatible semantic ideas, a semantic bias detects mostly and, therefore, the base of figurative semantics is more explicit.

The analysis of semantic bias in direction from denotative to figurative is important in the study of the role of pragmatic neological expressions, because it makes possible to see how can develop a functional effect of such expression based on the pragmatic task of a statement. These newly created word combinations can violate the communication and the semantic bias causes the appearance of bizarre structures, or enrich the communication, creating the necessary pragmatic effect.

One of the major issues of neology is the question about the causes of new words creation. Most linguists define a parallel effect of external (extralinguistic) and internal (intralinguistic) factors on the language. The internal linguistic incentives of the development of speech mechanism include the generating function of the language system, the tendency of language economy or the law of economy of language efforts, the tendency to regularity, the law of abstraction, the tendency to differentiation, to expressiveness of items etc.

The global external factor in the development of language is its relationship to social life, and thus this process is influenced by the social and historical, geographic, demographic, social and linguistic, cultural, aesthetic and other aspects of native speakers lives. Among the extralinguistic factors of language development at the modern stage we can identify the general acceleration of rate of social life, the accelerated development of science and technology, globalization, the effect of which is closer and more diverse contacts between countries, the growing role and influence of media on all aspects of people life. As a result of these processes there are new realities of the material and spiritual world that need to be named. And it seems natural that the new vocabulary that reflects what is important to the society at any time reflects

the emergence of new ideas, social, economic and political phenomena and processes often acquire socially bright colors and a certain assessment.

Tistechok O.
National Mining University
Scientific supervisor: O.O. Chernyk

EXPRESSIVENESS IN ENGLISH APHORISMS

An aphorism is a completed original idea, spoken or written in a terse catchy form and repeatedly reproduced by other people. In aphorism, there is a maximum concentration of a direct message and context in which the idea is perceived by surrounding listeners or readers.

To achieve the desired effect in aphorisms, different means of expressiveness are used.

I. V. Arnold gives the following definition of expressiveness: "The property of a text or its part that conveys the idea with increased intensity, expressing the internal state of a speaker, and has the effect of emotional or logical strengthening, which may or may not be figurative."

While investigating aphorisms, the following means of expressiveness have been found:

1. metaphor (a figure of speech in which an expression is used to refer to something that it does not literally denote in order to suggest a similarity): "*Education is simply the soul of a society as it passes from one generation to another"* (Gilbert Keith Chesterton);
2. metonymy (a figure of speech in which one word or phrase is substituted for another with which it is closely associated) : "*The heart will break, but broken live on" (George Byron).*
3. rhetorical question, exclamation: "*Ah! Vanitas vanitatum! Which of us is happy in this world? Which of us has his desire, or, having it, is satisfied?"* (William Makepeace Thackeray);
4. simile (comparison of two objects, concepts or conditions that have a common trait): *"Marriage is like life - it is a field of battle"* (Robert Louis Stevenson);
5. inversion (changing standard (direct) word order in a sentence, i.e. putting the verb before the subject): "*Uneasy lies the head that wears a crown"* (W. Shakespeare);
6. antithesis (is a rhetorical device in which two opposite ideas are put together in a sentence to achieve a contrasting effect)*: "Absolutely white as absolutely black, seems somehow visually impaired"* (George Orwell); *"Life is a tragedy when seen in close-up, but a comedy in long-shot"*(Charles Spencer Chaplin);
7. hyperbole (a figure of speech that uses an exaggerated statement to create a strong emotional response): *"Lovers may be - and indeed generally are - enemies, but they never can be friends, because there must always be a spice of jealousy and a something of Self in all their speculations"* (George Byron);

8. oxymoron (a rhetorical figure in which incongruous or contradictory words are combined): "*Actors are the only honest hypocrites"* (William Hazlitt).

Having studied the aphorisms, we can conclude, that the most commonly used types of expressiveness in them are simile, antithesis and metaphor. These means make aphorisms expressive, unusual and memorable.

Tereshchenko V.
National Mining University
Scientific supervisor: H.V. Stolyarskaya

ENGLISH TERMINOLOGY IN THE SPHERE OF CRYOGENIC TECHNOLOGY

The interest of scientists to various terminological problems of theoretical and practical orientation increased markedly at the beginning of the XXI century. This is due to the fact that science after the scientific and technological revolution in the second half of the XX century, acquired the status of extremely effective and dynamic spheres of human activity. Cryogenic technology is related to these fields of science. It deals with obtaining, maintaining and usage of ultralow temperatures. Rooted in the distant past, cryogenic every year expands the range of its issues and tasks. Usage of cryogenic technologies by different areas of science and technology led to the creation of such complex subjects as the cryomedicine, cryosurgery, cryobiology, cryoelectronics and etc. This caused the appearance of a significant number of new terminological units.

The lack of the full description in the range of cryogenic technology terms structural and semantic features creates certain difficulties in systematizing and ordering terminological units' data, complicates the process of scientific and technical literature and documentation translation, and makes communication of specialists in international cooperation more difficult.

The aim of this paper is a comprehensive study and description of formation, development and functioning processes of English cryogenic technology sublanguage, which will let to find out the specifics of linguistic processes.

The paper describes the historical process of formation, development and current state of English cryogenic technology terminology, as well as structural and semantic features of sublanguage terminological units, which will let to determine term formation ways, which are specific to this area of knowledge.

To achieve the aim of the study is supposed to do the following steps:

1. Study specific literature on the research subject.
2. Create a cryogenic technology term's selection, based on continuous viewing of specific literature and lexicographical sources in English.
3. Identify the key trends of English terminology of cryogenic technology development.
4. Consider the most productive methods of cryogenic terms' formation at the current stage of its development.
5. Investigate the structural and semantic features of English cryogenic technology.

Relevance of this topic is determined by the value of theoretical and practical researches in the field of terminology, which become especially important in the professional communication and the intensive development of international contacts, as well as the necessity of cryogenic terminology systematization.

Zakrevska A.
National Mining University
Scientific supervisor: O.Y. Nesterova

POETIC INNOVATION OF WALT WHITMAN

Walt Whitman is one of the most interesting American poets, both from the point of view of style and impression. He is a founder of important grand traditions in progressive literature of the USA. His poetry is striking with its originality and a strongly pronounced national character.

Whitman sought to establish simple and accessible poems. He was looking for the new poetic devices and methods for the expression of the ideological intentions of his writings.

Whitman's poems amazed and confused because they did not look like traditional. At a glance, you can notice innovation of its forms.

He abandoned the traditional poetic rhythms and techniques, which, according to him, prevent the expression of thoughts.

Whitman by abandoning a classical verse opened to the readers a new verse (now widespread among many writers around the world) - a free verse.

Free verse is an open form of poetry. It uses neither rhythm nor rhyme and its lines are not in order of length. It thus tends to follow the rhythm of natural speech.

Whitman's free verse is full of various emotional tones. In the sequence of the lines, there are no accidents, no shifts. There is a logic and an accurate calculation.

In his poems Whitman uses almost no rhyme. The rhymed lines are very rare in his writings. For example, here the lines from a poem *A Clear Midnight*:

This is thy hour O Soul, thy free flight into the wordless,
Away from books, away from art, the day erased, the lesson done,
Thee fully forth emerging, silent, gazing, pondering the themes thou lovest best,
Night, sleep, death and the stars.

Perhaps Whitman did not try to convert American poetry, but just wanted to open to people his own "insight."

However, he discovered a new way for the development of American literature - the way of realism, and even, according to some of his followers, modernism.

Thus, having considered only one example of Whitman's free verse, we can say with certainty that the chosen form of verse perfectly reflects his world outlook. Innovative searches of Walt Whitman opened up the new possibilities for the poetry. His free verse gave an impulse to the development of new methods of versification.

Free verse keeps the life of free thought, and often is a manifesto of the new age, the beginning of which Walt Whitman was keenly aware.

His style can be copied, it is possible to imitate it, but it is impossible to recreate it. It is original, since it belongs only to him – to Walt Whitman!

СЕКЦІЯ ДРУГА

ІНОЗЕМНА МОВА ЯК ЗАСІБ ДІЛОВОЇ ТА ФАХОВОЇ КОМУНІКАЦІЇ

Akinshina A.,
Antonenko D.,
Derets V.
Universidad Nacional de Mineria
Profesora divigente: A.V. Gavrilova

LA CULTURA ESPAÑOLA Y SUS INFLUENCIAS

La historia de España y de las culturas con las que ha convivido ha dejado muchos restos en la cultura y el folclore del país. Así, la cultura española tiene influencias íberas, celtas, romanas, católicas y musulmanas. El papel de su situación geográfica y las tensiones históricas entre Castilla y las regiones periféricas también han contribuido a definir la cultura y las tradiciones de España.

Dada la diversidad cultural existente, no puede hablarse de un folclore musical español, y las músicas tradicionales de cada una de las regiones y zonas del país ofrecen características bien diferenciadas.

En la música folclórica española, cabe destacar la jota, presente en diferentes formas a lo largo de casi todo el territorio del país y al flamenco, la música española más conocida en el extranjero. Coros y Danzas y la Sección Femenina cumplieron un cierto papel en un intento de homogeneizar el folclore español simplificando los distintos folclores regionales.

El flamenco es el baile folklórico tradicional del sur de España, su magia es la gran combinación entre la música, con la voz y la guitarra; y el baile, que juntos llevan un maravillosos ritmo lleno de expresividad. Y nunca puede faltar en las celebraciones de la Feria de Abril y la Semana Santa en Seviela

La jota es una danza folklórica balear, y existen algunas variaciones según la localidad donde se baile. Para la música se necesitan guitarras, tambores, bombo, gaitas, entre otros instrumentos, y el baile se parece un poco al vals. Entre otros bailes folklóricos están: fandangos, malagueñas, muñeira, paleos, y muchas más.

La principal tradición en España es La Corrida de Toros, la cual en la actualidad se ha llegado a expandir tanto que también forma parte de otros países. Consiste en que el torero combate con el toro con elegancia, hacer que lo envista para poder meterle una espada y matarlo. La celebración principal de Las Corridas de Toro es en Mayo, en las fiestas de “San Isidro”, realizada en Madrid. Otra tradición que es muy bien

compartida con los turistas, que en muchas ocasiones van justo para estas fechas es El Rocío, donde se adora a la Virgen del Rocío, en Huelva.

En tradicionales y simples carretas adornadas y dentro del más auténtico tipismo flamenco acudirán multitudes, no sólo de la zona sino de puntos muchos más alejados, a pie, a caballo o en carreta, celebrando un espectáculo único, donde folclore y alegría se mezcla con religiosidad en una curiosa y colorida combinación.

Y como no, otra fiesta excepcional "Las Fallas de San José" en Valencia, que se celebran en Marzo, cuando toda la ciudad se convierte en un escenario enorme de fiesta y arte, con inmensas cantidades de la más extraordinaria pirotecnia.

Cerca de Valencia se encuentra la localidad de Buñol, donde todos los años, el último miércoles de Agosto se celebra la Tomatina; la batalla de tomates más grande del mundo. Más de 40.000 personas, 100 toneladas de tomate, son cifras que indican la dimensión del evento, donde durante una hora se bombardea con tomates a todo el que se mueve. El inicio de esta tradición es tan simple como jocoso, ya que se remonta a una pelea multitudinaria que ocurrió en 1945 durante un desfile de "gigantes y cabezudos", parece que los habitantes no encontraron mejor armamento que los tomates que cogieron de un puesto de verduras allí situado. Lo interesante de ello es que se ha convertido en un evento excepcional al que acuden miles de visitantes de diversos países.

Una semana salvaje se podrá encontrar también en San Sebastián durante el mes de febrero, cuando se celebra La Tamburrada.

Las fiestas más típicas de Madrid son las de "San Isidro", en Mayo. En estas fechas se celebran unas de las más importantes corridas de toros del año.

El Carnaval tiene su popularidad en muy diversos puntos del país, siendo muy conocidos el de Santa Cruz de Tenerife, por su belleza, el de Sitges y el de Cádiz.

Las tradiciones son diferentes, pero se celebran en todas partes de España de la misma manera: con entusiasmo e inspiración por todos. Es decir, es una celebración de todos los españoles en la región y que reúne y une el país.

Aksionova A.,
Loginova D.
Profesora dirigente: Reyes Aguilar,
Escuela de idiomas «YES», Sevilla

SANTA JUSTA KLAN

Santa Justa Klan, conocido como SJK, es un grupo de adolescentes que se ha formado gracias a TV Serie "Los Serrano". Los Serrano es una serie de televisión de comedia dramática producida por Globomedia. Relata los enredos de la familia Serrano, que vive en la Ronda de Santa Justa, situado en el ficticio barrio de Santa Justa, en la Ribera del Manzanares, en Madrid. La familia regenta la taberna 'Hermanos Serrano'. La audiencia objetivo fue niños que enviaban cartas que se refieren a las situaciones preocupantes que ocurren en la escuela entre chicos y chicas.

Desde su estreno, fue uno de los espacios con mayor audiencia de la cadena, siendo el programa más visto en España. El éxito de la serie en España y en varios

otros países en Europa ayudó a lanzar la carrera de varios actores y actrices jóvenes, sobre todo actor y la música Fran Perea, que actúa en la serie y canta su canción del tema, "1 más 1 7".

Tras abandonar Fran Perea la serie, en 2005, se creó el grupo juvenil Santa Justa Klan (SJK), formado por los personajes de Boliche, DVD, Guille y Teté (interpretados por Adrián Rodríguez, Andrés de la Cruz, Víctor Elías y Natalia Sánchez, respectivamente). Su primer single, "A Toda Mecha", fue un éxito completo en España, y el álbum "SJK" se hace rápidamente un éxito total en Europa. Los miembros del grupo, Víctor Elías Villagrasa, Adrián Rodríguez, Natalia Sánchez y Andrés De La Cruz acaban de emitir su segundo álbum, llamado "D.P.M", con el "number one" single "Con Angelina Jolie Se Me Va La Olla". Actualmente, el grupo se disuelve.

Alkascheva S.,
Brynza A.,
Dudnik V.
Universidad Nacional de Minería
Profesora dirigente: A.V. Gavrilova

DIAS DE LA SEMANA

El tema de los "Días de la semana" es un muy informativo, porque está conectado con la historia, y la historia siempre nos preocupa y es interesante.

LUNES: del latín "lunae dies", día de la luna. Durante mucho tiempo se contó por meses lunares el curso del año y se atribuyó a la luna una cierta influencia sobre los seres humanos. Aún hoy, hay países y culturas que se rigen por meses lunares, como es el caso de Israel o en países africanos. Curiosamente y en nuestro calendario cristiano, hay un tiempo litúrgico que se rige por el calendario lunar, es la Cuaresma. Por este motivo la Semana Santa no cae siempre por las mismas fechas. Para muchos de nosotros es el peor día de la semana, ya que empezamos otra vez a trabajar y vamos cansados y rendidos.

MARTES: del latín "martis dies", día de Marte. Marte fue el dios de la guerra, llamado también Ares por los griegos. De Marte derivan palabras como "marcial", como las artes marciales. Hay también un planeta dedicado al dios referido y donde "viven" nuestros simpáticos "marcianos".

MIÉRCOLES: del latín "mercuri dies", día de Mercurio. Era el dios del comercio y el de los viajeros, por ese motivo sus templos se edificaban a la entrada de los pueblos. Hay también un planeta dedicado a él.

JUEVES: del latín "jovis dies", día de Júpiter. En la mitología romana es el dios asimilado a Zeus. El dios del cielo, de la luz del día, del tiempo atmosférico. También tiene un planeta bajo su nombre.

VIERNES: del latín "veneris dies", día de Venus. Antes de la fundación de Roma, Venus era venerada como la diosa protectora de los huertos, pero a partir del siglo II antes de Cristo fue asimilada a la diosa griega Afrodita. Diosa del amor. Tiene un planeta dedicado a ella.

SÁBADO: del hebreo "sabbath" que significa descanso. Para los hebreos y la gente que vive en Israel es el último día de la semana.

DOMINGO: del latín "dominicus dies", día del Señor. Para los cristianos es tradicionalmente el séptimo día de la semana, aunque en realidad es el primero porque se consagra una nueva semana a Jesucristo que resucitó después del "sabbath". Día de descanso.

Aquí nos presentamos los dias de la semana en latin para mostrar cómo evolucionaron las formas de vida desde el pasado. Porque la vida sigue siendo y hay casos cuando da la vuelta al pasado tambien.

Andronova V,
Brusenko I.,
Karmashev D.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

EL PAIS VASCO

A veces es muy interesante investigar los casos cuando la gente convive en un territotio con otros.

1. País Vasco es la Comunidad Autónoma en el norte de España. Su CAPITAL es Vitoria-Gasteiz. La comunidad Autónoma es una parte de la región histórica del mismo nombre, cuyo territorio se extiende también a la Comunidad Foral de Navarra y el País Vasco Norte, en el sur de Francia.

2. El País Vasco se compone de dos partes bien diferenciadas: en francés y español. Muchos vascos consideran sólo los vascos, no español o francés. El vasco es realmente único lo que demuestra el análisis de ADN, el cual mostró una diferencia genética entre los vascos de sus vecinos. El País Vasco se compone de tres provincias en España y dos en Francia. Muchos creen Navarra como parte de Euskadi, aunque no todos están de acuerdo con esto.

3. Euskera Vasco es la lengua más antigua de Europa. Junto con el español, es la segunda lengua oficial del País Vasco y Navarra.

4. Los vascos tienen su propia fuente, escrito con signos de restaurantes, tiendas, hoteles y otros establecimientos de la región.

5. Todas las señales de tráfico y señales de tiendas de abarrotes, restaurantes, etc., estan escritos en español y euskera. El nombre más común dado al euskera.

6. Los vascos tienen Santa Claus, a quien llaman Olenttsero. Siempre lleva la boina y trae los regalos en Navidad. La familia le dejó vino en vez de leche y galletas, y él no vive en el Polo Norte, en las montañas del País Vasco.

7. Txoko - Sociedad de la cocina vasca. Sus miembros son tradicionalmente sólo los hombres se reúnen para cocinar, cantar y experimentar . Hoy día, a las mujeres se les permite asistir esas reuniones, pero no siempre se les permite entrar la cocina. Txoko eran especialmente popular durante la dictadura de Franco, cuando era el único lugar donde los vascos pudieran hablar euskera sin temor a la persecución.

8. Las bebidas más populares del país son el Txakoli, la sidra, con las famosas Sagardotegis, y el vino de Rioja Alavesa. Como postres hay que destacar al Goxua, un dulce muy popular, el Pastel vasco, la Cuajada, la Leche frita y las Tostadas de crema.

9. La cocina vasca se considera como uno de los mejores del mundo. Sus platos son hechos con productos frescos y de temporada.

Asi que Pais Vasco es un pais tranquilo no demasiado caliente y es la region rico del Norte de España. Es un pais con la historia bastante complicada y esperamos que con el futuro brillante.

Bálychev G.
Universidad Nacional de Minería
Consultora de investigación: A.V. Gavrílova

FERNANDO TORRES Y SU PAPEL EN FUTBOL DE ESPAÑA

Fernando José Torres Sanz nacido en Fuenlabrada, Madrid, España, el 20 de marzo de 1984 de España (es un futbolista español). Juega de delantero y su equipo actual es el Atlético de Madrid de la Primera División de España.

Debutó con el primer equipo con 17 años en Segunda División en 2001 y al año siguiente consiguió el ascenso a Primera División en la que debutó el 1 de septiembre de 2002 en el Camp Nou frente al Fútbol Club Barcelona. El Liverpool FC lo fichó en 2007, convirtiéndole en el futbolista más caro en llegar al equipo británico. Tras anotar 81 goles, 33 de ellos en su primera temporada, a principios de 2011, fue fichado por el Chelsea FC. En 2012 levantó sus primeros títulos a nivel de clubes: la FA Cup y la Liga de Campeones y en 2013 consiguió la Liga Europea. Con este último título, Juan Mata y él se convirtieron en los únicos futbolistas españoles campeones de Mundial, Eurocopa, Europa League y Liga de Campeones.

Ha sido internacional con la Selección española con la que ha superado las cien internacionalidades y con la que ha conseguido la Eurocopa en 2008 y 2012 y el Mundial en 2010. En la Eurocopa de 2012 marcó tres goles y dio una asistencia en los 189 minutos que disputó lo que le convirtieron en la Bota de oro del torneo. Uno de los goles lo anotó en la final y se convirtió en el único jugador que ha marcado gol en dos finales de la Eurocopa ya que en la de 2008 el único gol del partido también corrió por su cuenta. Durante el mes de octubre se produjo la lista de candidatos al FIFA World Player y Torres fue el único nominado español entre los treinta candidatos. Un mes después marcó sus primeros dos tantos en Champions ante el FC Porto.

15 de mayo de 2013 Torres y Juan Mata después de la victoria con "Chelsea" en la UEFA Europa League han establecido un logro único, además de ser el ganador actual de cuatro torneos, ganando la UEFA Champions League, la UEFA Europa League, Campeonato de Europa y de la Copa Mundial. En la fase de clasificación al Mundial de 2006 anotó siete tantos en once encuentros, convirtiéndose en el máximo anotador español de dicha fase. Él y David Villa se convirtieron en los máximos anotadores españoles con tres tantos. Fue convocado con España para la Eurocopa de 2008 y fue nombrado hombre del encuentro. Él y Villa fueron elegidos como los dos delanteros del once ideal de la Eurocopa. El 21 de mayo de 2012 se anunció su

convocatoria con España para la Eurocopa 2012. En dicho torneo consiguió su segunda Eurocopa tras la victoria de la Selección española en la final ante Italia por 4-0 y fue el máximo goleador del torneo. Además con el gol anotado en la final se convirtió en el único jugador que ha marcado en dos finales de Eurocopa.

Belikov N.
Vladimir Dahl Lugansk State University
Scientific supervisor: L. A. Bekresheva

VLADIMIR DAHL AS HE IS

History is a science that studies as historic events of our life so the personalities that left a significant trace in the society. Vladimir Ivanovich Dahl was one of the greatest Russian language lexicographers. He was a founding member of the Russian Geographical Society. He knew at least six languages including Turkic and is considered to be one of the early Turkologists.

His father was a Danish physician named Johan Christian von Dahl (1764 – 1821). He was a linguist versed in German, English, French, Russian, Yiddish, Latin, Greek and Hebrew languages. He first came to Russia to head Tsars' library but then he asked tsar's permission to leave royal service and have his more usual job of a doctor. His mother, Maria Freitag, was of German and French descent (Huguenots). She spoke at least five languages and came from a family of scholars.

The future lexicographer was born on November, 10 (22), 1801 in the town of Lugansky Zavod, in Malorossiya – a small settlement of 30 thousand of people under the jurisdiction of Yekaterinoslav Governorate, which is now Lugansk. Malorossiya was a part of Russian Empire, where Russian was imposed as a common language in cities but the Ukrainian remained prevalent in rural areas. That is the place where Vladimir first learned and loved the Russian language.

Vladimir Dahl lived in Lugansk in the early childhood – the period that makes deep trace in the mind of a person. Home atmosphere of the family house standing in the very centre of Lugansk in the English street influenced Dahl's cognition so much that later he signed his works by the name Cossack Luganskiy.

In fact, Vladimir Dahl wasn't going to devote his life to literature or philology. He served in the Russian Navy from 1814 to 1826, graduating from the St Petersburg Naval Cadet School in 1819. In 1826, he began studying medicine at Dorpat University and took part as a military doctor in the Russo-Turkish War (1828–1829) and the campaign against Poland in 1831–1832. Following disagreement with his superiors, he resigned from the Military Hospital in St. Petersburg and took an administrative position with the Ministry of the Interior in Orenburg Governorate, serving in similar positions in St. Petersburg and Nizhny Novgorod before his retirement in 1859.

Dahl was interested in language and folklore from his early years. He started travelling by foot through the countryside, collecting sayings and fairy tales in various Slavic languages from the region. He published his first collection of fairy-tales in 1832 in Russian language. Some others, yet unpublished, were put in verse by his friend Alexander Pushkin, and have become some of the most familiar texts in the Russian

language. After Pushkin's fatal duel, Dahl was summoned to his deathbed and looked after the great poet during the last hours of his life.

While Dahl was a skilled observer, he lacked talent in developing a story and creating psychological depth for his characters. However his short stories give us detailed description of social habitat of his contemporaries. Such type of stories was called *physiological essay* and it was rather popular for some time in the past. Dahl is known to have created over a hundred of such stories for two famous state projects "Reading for Peasants" and "Soldiers' Leisure". In fact the period of 1833 – 1841 (when Dahl lived in Orenburg) was the most fruitful for his literature heritage.

As we know Dahl was interested in the wealth of the Russian language, and he began collecting words while still a student in the Naval Cadet School. Later he collected and recorded fairy tales, folk songs, birch bark woodcuts, and accounts of superstitions, beliefs, and prejudices of the Russian people. His industry in the sphere of collecting was prodigious. In 1838 he was elected the Member of St. Petersburg Academy of Sciences in the sphere of Natural Sciences for his unique collection of Orenburg flora and fauna samples. He created the textbooks "Botany" and "Zoology" for students which stayed actual ones for a long time.

His magnum opus, *Explanatory Dictionary of the Live Great Russian language*, was published in four huge volumes in 1863–1866. The Sayings and Bywords of the Russian people, featuring more than 30,000 entries, followed several years later. Both books have been reprinted innumerable number of times. However Baer says: "While an excellent collector, Dahl had some difficulty ordering his material, and his so-called alphabet-nest system was not completely satisfactory until Baudouin de Courtenay revised it thoroughly in alphabetical order in the third (1903–1910) and fourth (1912–1914) editions of the Dictionary. But just for his remarkable work Vladimir Ivanovich Dahl was elected the honourable member of the St. Petersburg's academy of sciences in 1863.

Dahl played several musical instruments, he worked on the lathe, was interested in using electricity in engineering, was fond of spiritualism and studied homeopathy. One can find some works devoted to those areas among his literary heritage.

People of Lugansk remember their famous fellow countryman Vladimir Dahl. Our state university and school No 5 of the city are named after his name. One can visit Dahl's native house (now a museum) and take part in Dahl's Thursdays – the literature parties of young writers. Annually the young researchers take part in intellectual competitions devoted to Dahl.

In fact, this personality has iconic meaning for everybody speaking Russian language.

Bila N.
Tavria State Agrotechnological University
Scientific supervisor: T.V. Zhukova

THE BASIC ASPECTS OF WRITING A SUCCESSFUL RESUME

Being without work in crisis economic times, people feel at least helplessly as was destitute in record time. Before him is a question that take steps in the first place.

No matter how busy was the present labor market, but the demand for good specialists is not only preserved, but it is also steadily increasing. Of course, the supply far exceeds demand, generating great competition experts, so the main task of the candidates is to draw attention to his candidacy. And the hallmark of this issue is a professional resume.

In today's tough competitive environment in the labor market issue about the proper resume writing becomes very important. Good summary can help a candidate get the desired position, and perhaps contrary to discard a few steps back from the competition.

In modern society, most managers want to be educated, literate and skilled workers. And it is no coincidence because such people move society forward. To find appropriate employees is not so simple. To offer their services is also very difficult for skilled workers. It is resume which comes to the rescue, and it's really one of the most effective means of self-promotion.

It's well-known that a resume is a brief description of the education, experience and applicant's skills. One shouldn't hurry to send his composed resume using fax or e-mail, which were once seen somewhere in the press, on the Internet or on television. To begin with one has to pay attention to how your resume has been prepared.

When resume writing, we should remember how we have presented it to our professional experience, it's largely depends on your success in your job search. Summary is the document in which the employer receives the first information on the applicant for the position and forms his first opinion about him. Introduction to resume takes an average of 2-3 minutes, so the information contained in it must be submitted so that it immediately attracts attention. The summary should be printed on the first page clearly and well-read.

There aren't any strict requirements for the location of resume details, but the most common ones are the following:

1. The title of the document.
2. The surname and name of the person who is writing a summary.
3. The purpose of resume writing.
4. Experience.
5. Education.
6. Languages.
7. Phone.

These components have to answer some questions about your education, work experience, skills and wishes, which are presented in Figure 1.

Fig. 1. The key aspects to consider when writing a resume

To succeed in the resume writing we should observe the following rules:

1. It is necessary to formulate the aim clearly and intelligibly.
2. Try to make as many professional words as you can that correspond to the position you want to hug.
3. For each competition you must make a separate summary.
4. Try not to use words like "I", "we". Instead, active verbs they should be taken at the beginning of sentences.
5. Do not send photos if they are not specifically provided.
6. If a candidate doesn't hold a top position, during the resume writing it's better to focus on the extensive experience and acquired skills.

Thus, a resume provides the employer with all the necessary information about the candidate for the vacancy. These summaries represent only about 60% of those which employers daily get from employment agencies. Many candidates just understand the advice that resumes should attract attention and try greatly to impress the employer with unusual approach and style of presentation. Unfortunately, the effect they achieve is the opposite.

To conclude the resume is a document which contains a summary of applicants' education, career, professional successes and individual achievements.

Since it is a preliminary summary it gives the idea of the person and creates the perception for a potential employer, you must pay special attention to its design and completeness of the content. It must be detailed, informative, but concise.

Bogutskaya P.

National Mining University
Scientific supervisor: M.V. Orel

TIPS FOR WRITING A SCIENTIFIC PAPER

What is a scientific paper? A paper is an organized description of hypotheses, data and conclusions, intended to instruct the reader. Papers are a central part of research. If your research doesn't generate papers it might just as well not have been done. "Interesting and unpublished" is equivalent to "non-existent".

Realize that your objective in research is to formulate and test hypotheses, to draw conclusions from these tests, and to teach these conclusions to others. Your objective is not to "collect data".

A paper is not just an archival device for storing a completed research program; it is also a structure for planning your research in progress. If you clearly understand the purpose and form of a paper, it can be immensely useful to you in organizing and conducting your research. A good outline for the paper is also a good plan for the research program. You should write and rewrite these plans/outlines throughout the course of the research.

At the beginning, you will have mostly plan; at the end, mostly the outline. The continuous effort to understand, analyze, summarize and reformulate hypotheses on paper will be immensely more efficient for you than a process in which you collect data and only start to organize them when their collection is "complete".

An outline takes the central place in writing papers. It is most efficient to write papers from outlines. An outline is a written plan of the organization of a paper, including the data on which it rests. An outline itself contains little text. It can be relatively efficient to go through several cycles of an outline before beginning to write text. All writing that I do I do from outlines. I want you to learn how to use them.

How should you construct an outline? The classical approach is to start with a blank piece of paper, and write down, in any order, all important ideas that occur to you concerning the paper. Ask yourself the obvious questions: "Why did I do this work?"; "What does it mean?"; "What hypotheses did I mean to test?"; "What ones did I actually test?"; "What were the results? Did the work yield a new method of compound? What?"; "What measurements did I make?; "What compounds? How were they characterized?" Sketch possible equations, figures, and schemes.

It is essential to try to get the major ideas. If you start the research to test one hypothesis, and decide, when you see what you have, that the data really seem to test some other hypothesis better, don't worry. Write them both down, and pick the best combinations of hypotheses, objectives, and data. Often the objectives of a paper when it is finished are different from those used to justify starting the work.

When you have written down what you can, start with another piece of paper and try to organize the jungle of the first one. Sort all of your ideas into three major heaps: 1. Introduction; 2. Results and Discussion; 3. Conclusions.

If you follow these tips you will be successful in writing a good scientific paper.

Brodskiy M.,

Korotkina M.
Universidad Nacional de Minería
Profesora dirigente: A.V. Gavrilova

EL TANGO, EL CHOCLO

Originariamente, el tango nace a fines del siglo XIX de una mezcla de varios ritmos provenientes de los suburbios de Buenos Aires. Estuvo asociado desde un principio con burdeles y cabarets, ámbito de contención de una población inmigrante netamente masculina.

Pero el tango como danza no se limitó a las zonas bajas o a sus ambientes cercanos. Se extendió también a los barrios proletarios y empezó a ganar aceptación "en las mejores familias", sobretodo después que el baile tuvo éxito en Europa.

La melodía provenía de flauta, violín y guitarra. Posteriormente, la flauta fue reemplazada por el "bandoneón". Los inmigrantes contribuyeron añadiendo aires de nostalgia a las canciones y de ese modo el tango se fue desarrollando y adquiriendo un sabor único.

Carlos Gardel fue el creador del tango-canción. Fue el gran divulgador del tango en el extranjero.

Hoy el tango está más vivo que nunca, no como el fenómeno de masas que lo engendró, sino como incuestionable elemento identificatorio del alma porteña y en permanentes evocaciones desparramadas por todo Buenos Aires.

El tango El Choclo es uno de los primeros que rompió con el estilo melódico andaluz y habanero que tenía la música porteña de aquella época para adquirir el ritmo actual, salir del suburbio y extenderse por el mundo.

Angel Villoldo, el autor de El Choclo se venía ganando la vida probando todo tipo de actividades. Trabajó de tipógrafo en el Diario La Nación, periodista en Caras y Caretas y Fray Mocho, autor teatral, director de coros carnavalescos, libretista de sociedades corales y clown de circo.

A la edad de 30 años decidió componer música y una noche de 1903 le hizo conocer a su amigo, el pianista José Roncallo, la partitura de “El Choclo”. Entonces lo presentaron como “danza criolla” y su ritmo encantó a los parroquianos que marcaban el ritmo con los cubiertos y todas las noches pedían que la orquesta lo tocara.

Con el tiempo “El Choclo” fue interpretado por casi todas las orquestas y cantado por muchos vocalistas. Los norteamericanos lo llamaron “Kiss of Fire” y todos recordamos la famosa versión de Louis Armstrong grabada en 1956.

Budarova E.

Universidad Nacional de Mineria, Dnipropetrovsk
Profesora dirigente: A.V. Gavrilova

LA HISTORIA DEL BAILE ESPAÑOL

Los orígenes de la danza española se pierden en la antigüedad. Las primeras manifestaciones se encuentran en los entretenimientos cortesanos de los califas árabes y en las danzas teatrales de la época de los Reyes Católicos.

Danza española puede referirse a varias expresiones de la danza que se suelen considerar particularmente españolas,

Los bailes españoles tradicionales

Jota Aragonesa: Esta danza típica es originaria del norte de España, concretamente de Aragón, y tiene un ritmo rápido en el que las parejas bailan con los brazos sobre la cabeza tocando las castañuelas.

Sardana: Varias parejas se toman de las manos y bailan en un círculo cerrado en este baile tradicional de Cataluña.

Muñeira: Se baila de dos en dos, o uno solo, al son de las gaitas. Esta "Danza del Molinero" es típica de Galicia y Asturias.

Zambra: La zambra era en origen un baile árabe, pero con la Reconquista de España de los Reyes Católicos los árabes pudieron conservar este baile adaptándolo a las costumbres de baile españolas.

Bolero: Uno de los más antiguos y más tradicionales bailes de la historia del baile español, el bolero es una danza rápida con pausas repentinas y giros arriesgados.

Fandango: En su momento uno de los bailes más famosos de España, el fandango es un baile alegre y animado que se baila en parejas.

Paso doble: Un rápido baile de un solo paso.

Flamenco: Un apasionado baile originario de los gitanos, el flamenco es famoso en todo el mundo.

Sevillana: Baile típico de Sevilla, alegre e intenso, que recuerda al flamenco y tiene cuatro partes bien diferenciadas.

En el norte, las danzas folclóricas mantienen su vigencia.

Por suerte, hoy en día ha habido un resurgir en el orgullo y la práctica de estos bailes tradicionales, ¡y la historia del baile español continúa!

Burkat O.
Tavria State Agrotechnological University
Scientific supervisor: E.A. Kravets

PUBLIC RELATIONS AS A MEANS OF BUSINESS COMMUNICATION

The attitude to the business communications radically changed in current conditions. The process of information transfer is regularly increasing in different areas of manager activities, thus the phenomenon of business communication acquires special urgency. The public relations are the important part of this phenomenon. We

must remember that all companies, firms, and corporations have been in the process of cooperation with the media, employees, public, financiers, customers and suppliers. Besides, the business is involved in a relationship with politics. Public relations have multiple tasks and the most important of them is to improve public attitude to particular organization; present the company that is reliable and honest.

The problems of public relations were studies by such scholars as Alekhin E., Vuyma A., Bel'skikh I., Kaminskaya T. and others. The theoretical and applied principles of public relations in their writings were revealed by such foreign scholars as Ronnerberg F., Ruhl M., Grunig J., William S., Hunt T., Mark P. The most scientific papers include theoretical studies and methods of public relations in a business communication.

The purpose of this article is to study the theoretical principles and objectives in public relations.

Public relations (PR) are the practice of managing of the dissemination of information between an individual or an organization (such as a business, government agency, or a nonprofit organization) and the public. The aim of public relations is to inform the public, prospective customers, investors, partners, employees and other stakeholders and ultimately persuade them to maintain a certain idea about the organization, its leadership, products, or political decisions. Public relations professionals typically work for PR and marketing firms, businesses and companies, government, government agencies and public officials, nongovernmental organizations and nonprofit organizations.

The world globalization became an important factor in the development of PR: economic, which has led to the strengthening of international relations. American traditions are heavily influenced Ukraine. All Ukrainian educational literature represents the translations of English-language authors, although there are French and German authors. The reason is that first public relations were conceptualized and began to teach in the United States.

There are following objectives of PR for internal environment:

- the formation of a management positive image for the staff;
- the formation of psychological climate in the team that is, to minimize internal conflicts and detect these conflicts.

There are following objectives of PR for the external environment:

- the public perception that the organization is working in their best interests, produce goods for the buyer benefit;

•harmonization of relations between the target environment and the management.

For the effective PR managers must create a plan including the following steps:

1. “defining public relations problems” usually public relations professionals call it a “SWOT analysis” (strengths, weaknesses, opportunities, threats);
2. next step in the public relations process is “planning strategies;
3. “implementation” means taking measures and communications;
4. and the final step is "evaluating the program”. This is when public relations professionals make a final analysis of the success of their campaign.

There are many methods that public relations can use to enhance a company's image. They are news releases and announcements, newsletters, blogs and social

networks.

Very serious companies sometimes use the methods of black PR and all major companies of the world are practicing the black PR-technologies. You can't survive in our modern society not knowing how to fight a PR-war.

Let us try to formulate a definition of black public relations. So black PR it is a purposeful dissemination of negative information regarding any animate or inanimate object.

The purpose of this activity can be either the destruction of the business, or undermine business relationships, or something else. Black PR may be based on IT security, industrial espionage, social engineering and competitive intelligence. Common techniques include using dirty secrets for deceiving a competitor.

If black PR is in the hands of honest businessman, it protects his consumers from unfair competition. Black PR in his hands destroys substandard products. In this case, the best one wins, and we all only win.

Black PR in the hands of the villain is transformed into evil. It's begins to destroy useful products and honest business, etc. It becomes harmful to society activities. Black PR - it's a business tool. And it may bring benefit or harm depending on who manages it.

Thus, effective management is impossible without effective communications. Public relations can help company in this management. Modern corporate executives often are not in successful story at public speaking and a task of public relations professionals is to transfer executives their knowledge. To a large extent, the job of public relations is to optimize good news and to forestall bad news. The business world can be extremely competitive. Companies typically want to have something that makes them stand out from the crowd, something that makes them more appealing and interesting to both members of the public and the media. A favorable image can help increase a company's sales, and negative publicity can damage a company's reputation and decrease sales.

Bylymenko K.,
Sinyuk A.
University of Customs and Finance
Scientific supervisor: T.V. Chukhno

CHALLENGES OF LEARNING BUSINESS ENGLISH

Any language is a vital tool that we use to communicate with other people in our daily and working lives. Owing to the impact of globalization good communication in foreign language becomes crucial in today's world. Moreover, foreign languages are absolutely necessary for people nowadays due to our growing international contacts with foreign countries.

As people speak different languages they understand that they need to have a common language for communication. Anyway, every language reflects the soul, behavior and temperament of each nationality. People created alphabets, grammar rules in their own languages, but they always wanted to communicate with those who speak

a different language, to understand and to know more about each other. Languages help people to solve different problems which they are facing. Thus, people try to learn foreign languages.

English is regarded to be the most influential language in the 21st century. Popularity of the English language emerged 40-50 years ago. Now this language is spoken practically all over the world. It is spoken as a mother tongue in Great Britain, the United States of America, Canada, Australia and New Zealand. Besides, a lot of people speak English in Japan, India, China, Africa and many other countries.

After World War II the age of enormous and unprecedented expansion in scientific, technical and economic activity began. Undoubtedly it helped to create the world dominated by two forces – technology and commerce, and English became accepted as the international language for business.

Gradually, the demand for English grew, bringing out the necessity of English for specific purposes (ESP). Since the 1960s Business English has been the most popular branch of ESP as a result of rapid globalization and rapid changes in the world which we still witness. With globalization the world is getting smaller and international connections tighter. A lot of foreign delegations keep coming to our country; hundreds of joint ventures recently appeared in every city of our country. Undoubtedly you can't do without learning this language.

English has become the world's most important language in politics, business, science, trade and cultural relations. Therefore it is important to learn English and for business communication.

In learning business English there appear some challenges which learners need to overcome. The first and foremost emphasis should be put on traditions and customs of people from different countries, ways of negotiations, conflict solutions and cooperation. Along with the specificity and terminology, business English is an art of communication within a specific context. Business English is even more than just communication with foreigners. It involves the factors that can influence the proceedings.

Therefore, we see that cultural awareness plays a significant role in learning business English. There are different opinions about the role of intercultural communication in the business English classroom. Some people think that business English teachers are only language specialists, but others argue that the two cannot be separated and they are two sides of the same coin. What is more, it is widely known that business culture consists of many categories and the main of them are products and behaviors. Products include traditional objects, ideas, beliefs, values; and behavior refers to customs, habits, body language, dress, food. Teachers should pay equal attention to all these categories in teaching business English as being aware of intercultural communication helps people to interact and cooperate successfully with people from different countries.

Learning business English includes learning appropriate language that is used in different contexts. Various cultural aspects should also be a part of business English curriculum in order to minimize the chances of cultural shock and misunderstanding. Moreover, integrating teaching about culture in language classes provides students with opportunities to learn not only the foreign language, but also cultural differences.

There exists a great variety of activities, including role plays, debates and discussions, oral presentations that encourage students to speak and to develop communication skills in business English. And the main and the most important thing in developing professional communicative competence in future specialists is the acquisition of academic communication skills by university students.

To sum up what was said above, we find it extremely important to mention that the global spread of English is a process of utmost importance for the whole world. The attempts to promote English as an international languages aim at making the international communication more efficient as well as at facilitating the international cooperation in a number of spheres, thus avoiding possible conflicts. English is viewed by many people as the language that can open doors and can guarantee success in future. Speaking English can provide us an opportunity to perform new identities, which can be positively used in terms of language teaching and learning and also be the medium and vehicle of multiculturalism.

Chaban. K.
Universidad Nacional de Minería, Dnipropetrovsk
Profesora dirigente: A.V. Gavrilova

EL IDIOMA ESPAÑOL EN EL MUNDO

El idioma español o castellano es una lengua romance procedente del latín vulgar. Pertenece al grupo ibérico, y es originaria de Castilla, una región histórica de la península Ibérica, en la actual España. Se conoce también por el americanismo coloquial castilla (por ejemplo: «hablar castilla», «entender castilla»), común en áreas rurales e indígenas entre México y la Patagonia.

Es hablada en España,Hispanoamérica, el Sáhara Occidental, Guinea Ecuatorial y en parte de Filipinas, siendo esta la oficial en gran parte de estos territorios. Es uno de los seis idiomas oficiales de la Organización de las Naciones Unidas. Es también idioma oficial en varias de las principales organizaciones político-económicas internacionales como la Unión Europea, la Unión Africana, la Organización de Estados Americanos, la Organización de Estados Iberoamericanos,el Tratado de Libre Comercio de América del Norte,la Unión de Naciones Suramericanas, la Comunidad del Caribe, los Estados de África, del Caribe y del Pacífico y el Tratado Antártico, entre otras y del ámbito deportivo como el Comité Olímpico Internacional,la FIFA, la Asociación Internacional de Federaciones de Atletismo, etc

Chornaya A.,
Khvorova A.

Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

ARQUITECTURA DE ESPAÑA

La arquitectura española es la que existe en el territorio del pais y realizada por arquitectos españoles en el mundo. Tambien hay que decir que la arquitectura española ha tenido multitud de influencias.

1.Barrio Gótico de Barcelona

El Barrio Gótico (en catalán: Barri Gòtic) es uno de los cuatro barrios que forman el distrito de Ciutat Vella de Barcelona.El Barrio Gótico es el núcleo más antiguo de la ciudad y su centro histórico. El cardus y el decumanus romanos son los ejes de urbanización históricos del barrio en su parte más alta, el antiguo Monte Táber (plaza de San Jaime).A su vez, está compuesto por diferentes barrios que conservan su propia personalidad: la Judería ("Call" en catalán), Santos Justo y Pastor, Santa María del Pino, la Catedral, Santa Ana, La Merced y el Palacio.

2.Plaza de Cataluña

La plaza de Cataluña (oficialmente y encatalán plaça de Catalunya) esunacéntrica plaza de Barcelona, uno de loscentrosneurálgicos de la ciudad. Tieneunasuperficie de 5 hectáreas.

Constituye el punto de unión entre el núcleoviejo de la ciudad y el Ensanche. De aquípartenimportantesvías de la ciudad como la Rambla, el paseo de Gracia, la rambla de Cataluña o las rondas de la Universidad y de San Pedro, y la calle de Pelayo, asícomo la avenida de Portal del Ángel, la gran arteria comercial de la ciudad, y antiguapuerta de las murallas.

3.Palacio Nacional (Barcelona)

El Palacio Nacional estásituadoen la montaña de Montjuic, en Barcelona.Es un palacioconstruido entre 1926 y 1929 para la ExposiciónInternacional de 1929 de Barcelona y que desde 1934 aloja el Museo Nacional de Arte de Cataluña.

4.Tibidabo

El Tibidaboes, con 512 metros,1 el picomás alto de la sierra de Collserola, en el municipio de Barcelona. Es popular porsus vistas sobre la ciudad y porsusespaciosnaturales, que son usados con fines recreativos.

5. Afectaciones en la Fuente Mágica durante las fiestas de la Mercè

El viernes 18, el sábado 19 y el domingo 20 de septiembre, el espectáculo de la Fuente Mágica se ofrecerá sin sonido con el fin de no interferir a los conciertos que se celebran en la avenida Maria Cristina. Además, durante estos tres días el acceso al espectáculo de la Fuente Mágica desde la avenida Maria Cristina quedará cerrado. Tendréis señalizados accesos alternativos y, también, podréis acceder por la avenida Rius i Taulet.Además, del 15 al 22 de septiembre se detendrán los manantiales de los lagos del Eje de Maria Cristina.Respecto al Piromusical, que se celebrará el día 24 a las 22 horas también en la avenida Maria Cristina, el montaje se inicia el lunes 21 y el desmontaje acabará el viernes 25. Toda esta actuación no afectará al espectáculo de la Fuente Mágica, excepto el día del Piromusical, el jueves 24, en que no habrá espectáculo de la Fuente Mágica.

6.Templo Expiatorio del Sagrado Corazón

El TemploExpiatorio del SagradoCorazón (en catalán Temple Expiatori del SagratCor) esuna iglesia situadaen la montañadelTibidabo, en Barcelona, obra del arquitecto EnricSagnieriVillavecchia y finalizadaporsuhijoJosep Maria Sagnieri Vidal. Suconstrucciónseprolongóde 1902 a 1961.

7.Port Aventura. Port Aventura esuncomplejo de ocio, tuadoenlosmunicipios tarraconenses de Vila-seca y Salou en España. Con 3.400.000 visitantesdurante el año 2014, esuna de las principalesatracciones de la Costa Daurada, el parquetemáticomásvisitado de España y el sexto de Europa.

España es un país hermoso con rica cultura. Los que estan en este pais pueden visitar Estar El Barrio Gótico , La plaza de Cataluña , El Palacio Nacional, El Tibidaboes, la Fuente Mágica, El TemploExpiatorio del SagradoCorazón y PortAventura y apreciarles.

Dershula N.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

KOMMUNIKATION VON JUGENDLICHEN

Statt des persönlichen Gesprächs pflegen viele Jugendliche ihre sozialen Kontakte übers Internet. Das ist ein Massenphänomen. „Für Jugendliche ist es ganz selbstverständlich, ihre sozialen Kontakte übers Internet zu pflegen“, sagt der Psychologe Florian Rehbein vom Kriminologischen Forschungsinstitut Niedersachsen. „Aus ihrer Sicht ist das effektiver, als jeden anzurufen“. Ein wichtiger Aspekt ist auch, dass ein Jugendlicher im Netz leichter mal andere Rollen ausprobieren kann.

Laut einer Studie des Instituts für Demoskopie Allensbach halten 36 Prozent der 14- bis 19-Jährigen das persönliche Gespräch für die angenehmste Form der Kommunikation. Viel lieber simsen und chatten Jugendliche oder schreiben sich E-Mails. „Das kommt den Gegebenheiten im Leben eines Jugendlichen entgegen“, erklärt Rehbein. Wer etwas im Gespräch schnell unsicher werde oder sich linkisch bewege, finde im Internet vielleicht mehr Schutz vor Spott und Kritik. „Man kann so zu viel Nähe vermeiden, nur so viel preisgeben, wie man möchte“.

Da viele Jugendliche sich nicht wirklich für die andere Person in ihrer Ganzheit interessieren, sondern lediglich für den Austausch von Gedanken, reicht ihnen diese Art der Begegnung völlig aus. Lebendige Beziehungen sind komplizierter und störanfälliger, zwängen dazu, eigene Positionen infrage zu stellen und sich auf den anderen einzulassen. Bei einem virtuellen Kontakt behält man die Kontrolle, wenn einem passt, was der andere mitteilt, kann man sich ja ausloggen. Auf Dauer kann dieses Verhalten dazu führen, dass es virtuell kommunizierenden Jugendlichen immer schwerer fällt, die Emotionen ihres realen Gegenübers wahrzunehmen und zu deuten.

Viele Eltern beschränken ihre Aufmerksamkeit darauf, über die Dauer der Internet-Sitzungen ihrer Kinder zu mosern. Untersuchungen zeigten, dass viele Jugendliche – und Erwachsene – tatsächlich unterschätzen, wie lange sie schon am Com-puter sitzen. Das Zeitgefühl geht verloren - aber das ist ja durchaus ein gewünschter Effekt.

So, wie man auch bei einem guten Film oder einem Buch schwärmt, hat man darüber ganz die Zeit vergessen.

Ein Buch hat 200 Seiten, ein Film ist nach zwei Stunden vorbei, aber im In-ternet ist immer was los. Die Angst, etwas zu verpassen, hält viele Leute länger vorm PC als gewollt. Dann aber gleich von Abhängigkeit zu sprechen, ist falsch. Die Quote abhängiger Internetnutzer liegt bei zwei bis sieben Prozent. Das größte Potenzial für Suchtprobleme haben komplexe Online-Rollenspiele wie „World of Wareraft". Menschen , die sich in der realen Welt nicht wohlfühlten, finden dort gut gemachte Welten, in denen sie neue Rollen einnehmen und mit Gleichgesinnten reden können. In Einzelfällen hatten „World of Warrrcraft" – Spieler zusammengerechnet 200 Tage im Jahr vorm Computer verbracht.

Gymnasiasten und Studierende nutzen das Internet vor allem, um Kontakt zu Bekannten zu halten.

Dogadko M.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

WIE DIE WELT VERHANDELT

Der Umgang mit Geschäftspartnern aus anderen Kulturen ist ein anspruchs-volles Spiel. Wer die Regeln nicht kennt, verliert. Wie benehmen sich die Menschen aus verschiedenen Ländern, ist interessant zu erfahren.

China. Ein chinesischer Geschäftspartner würde niemals Nein sagen oder et-was ablehnen. Chinesen antworten mit einer Gegenfrage, wechseln das Thema oder benutzen die schwammige Formulierung „Ich weiß, was du meinst", um etwas abzu-lehnen. Der Grund: Wer zugibt, dass er etwas nicht kann oder möchte, verliert sein Gesicht und bringt noch dazu sein Gegenüber in eine peinliche Situation. Denn die Ablehnung impliziert nach chinesischem Verständnis auch, dass der Geschäftspartner seine Forderung nicht klar formuliert.

Geschäftsessen haben in China die Funktion, sich besser kennenzulernen. Chinesen sehen in ihren Geschäfspartnern immer zuerst die Person und bauen darauf, eine langfristige Beziehung einzugehen. Fragen zu Familie und Hobbys sind daher bei gemeinsamen Essen ganz normal.

Frankreich. „Franzosen verkaufen nicht, sie verführen", heißt es. Mit anderen Worten: Eine starre Tagesordnung, das sture Abhaken von Geschäftspunkten oder faktenlastige Vorträge können in Verhandlungen tödlich sein. Eine brillante, geist-reiche Präsentation beeindruckt weit mehr als detailverliebte, kleinteilige Erklärungen von eigentlich Offensichtlichem. Hierarchien spielen in Frankreich eine wichtige Rolle; Macht über Menschen zählt mehr, als es Eigentum oder Geld tun.

Schweiz. Viele Deutsche glauben, dass in der Schweiz alles genauso funk-tioniert wie in Deutschland, nur weil das Land an Deutschland grenzt und auch die gleiche Sprache gesprochen wird. Aber das stimmt nicht. In allen Teilen der Schweiz legen die Menschen viel Wert auf Höflichkeit, bedanken und entschuldigen sich häufig. Für viele Deutsche wirken die Schweizer anfangs freundlich. So ist es häufig ein Kulturschock, wenn sie erkennen, dass die Schweizer aber lediglich höflich sind

und nicht immer freundlich. Da Schweizer viele Dinge unausgesprochen lassen, rät man, besonders sensibel auf die Zwischentöne zu hören und darauf, in welcher Reihenfolge Dinge gesagt werden.

Saudi-Arabien. Das erste heißt Geduld: Vor dem Geschäft kommt eine solide Beziehung. Die ersten Treffen dienen aus saudischer Sicht sazu, den Geschäftspartner kennenzulernen. Das persönliche Gespräch immer Vorrang vor Mail und Telefonat. Die Chemie zwischen den Partnern muss stimmen. Wer versucht, Verhandlungen zu beschleunigen, und sich ungeduldig zeigt, hat schnell schlechte Karten. Small Talk ist deutlich wichtiger als in Deutschland. Sport, speziell Fußball, geht dabei immer. Man darf bei einem Geschäftsessen aber auch über persönliche Dinge sprechen wie die Herkunft oder die eigene Familie. Nur sollte man den Gastgeber möglichst micht nach seiner Frau fragen. Auch Politik und Religion sind Tabu. Hierarchien und Statusdenken spielen eine große Rolle, die meisten Firmen sind Familienunternehmen.

Dogadko M.,
Rybalka O.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

EL DEPORTE EN ESPAÑA

España es famosa por el fútbol, baloncesto, tenis, ciclismo y por deportes de motor. Sin embargo, el país ha tenido campeones del mundo en deportes tan dispares como la esgrima, pádel, waterpolo, vela, boxeo o atletismo.

Adicionalmente el país tiene un gran atractivo turístico debido a sus infraestructuras deportivas para practicar deportes acuáticos, golf o esquí.

Por ejemplo, en España casi no se practica el deporte de invierno, como el hockey sobre hielo o el esquí. Tampoco está difundido el badminton. Los deportes mismos en España tienes fus peculiaridades.

Baloncesto

El baloncesto también se ha puesto de moda, siguiendo el modelo de los Estados Unidos. Pero el baloncesto requiere unos campos especialmente preparados, mientras que el fútbol es más popular. España dispone de una de las mejores ligas de baloncesto del mundo, la Liga ACB. La Asociación de Clubes de Baloncesto (ACB) organiza la Liga del mismo nombre, compuesta por los 18 equipos de mayor potencial.

España tiene grandes jugadores en este deporte como Pau Gasol que se convirtió en el segundo español en jugar en la NBA y fue el primer español en ser nombrado Rookie del Año 2001. Pau Gasol es uno de los seis únicos jugadores de la historia de la NBA con al menos 18.000 puntos, 9.000 rebotes, 3.000 asistencias y 1.500 tapones acumulados durante la temporada regular, junto a Kareem Abdul-Jabbar, Tim Duncan, Kevin Garnett, Hakeem Olajuwon y Shaquille O'Neal.

Tenis

Y, por cierto, el tenis también es una especialidad favorita entre los españoles. El tenis comenzó su andadura del siglo pasado. Fueron apareciendo pistas de tenis,

academias, escuelas. Conforme los tenistas españolas conquistaban torneos del tenis mundial.

El famoso Rafael "Rafa" Nadal Parera es un tenista profesional que a la edad de 15 años se convirtió en el jugador más joven de la historia ganador de un Grand Slam.

Ciclismo

El ciclismo ha sido un deporte muy importante en España desde del siglo pasado. La Vuelta ciclista a España es uno de los acontecimientos del ciclismo más importantes en el mundo.

Alberto Contador es el único ciclista español ganador de las tres grandes vueltas, Tour de Francia, Giro de Italia y Vuelta ciclista a España.

Formula 1

El piloto asturiano Fernando Alonso es el piloto español de Fórmula 1 más laureado. Primer y único español hasta el momento que ha conseguido ganar una carrera en Fórmula 1.

Fútbol

Es decir en España el deporte se practica muchismo. Lo que toca el fútbol, por ejemplo. El fútbol es considerado el deporte más popular y practicado en España. La selección másculina de fútbol ha participado en trece ediciones de la Copa Mundial de Fútbol. En la edición de 2010, celebrada en Sudáfrica, se proclamó campeona del mundo por primera vez en su historia.

Y si el patio de su casa es demasiado pequeño, los jovenes salen a jugar a la calle, corriendo el riesgo de perder el balón bajo las ruedas de un coche. Mientras tanto, los mayores que en su mayoría también son aficionados al deporte, pasan largas horas colgados del televisor. Y no sólo los hombres. Cuando transmiten los partidos con la participación del Barcelona, Real Madrid o de la Selección Española, las calles están completamente vacías.

El deporte tiene una gran influencia a la sociedad y en la identidad nacional.

Drobot J.
Universidad Nacional de Mineria
profesora dirigente A.V. Gavrilova

PARQUE GÜELL

El Parque Güell es una de las más conocidas arquitecturas de España y de Europa . Es un lugar en Barcelona que mas visitantes tiene. El Parque Güell es un parque público con jardines y elementos arquitectónicos situado en la parte superior de la ciudad de Barcelona , en la vertiente meridional del Monte Carmelo, perteneciente a las estribaciones de la sierra de Collserola —en la cara septentrional se halla el Parque del Carmelo—. Administrativamente pertenece al barrio de La Salud, en el distrito de Gracia. Ideado como urbanización, fue diseñado por el arquitecto Antoni Gaudí, máximo exponente del modernismo catalán, por encargo del empresario Eusebi Güell. Situado en la ciudad de Barcelona, el Park Güell es uno de los iconos más bonitos de la ciudad. Es una obra de Antoni Gaudí situada en la parte alta de Barcelona,

desde donde podrás tener unas vistas maravillosas de la ciudad condal. Podrás disfrutar de un paseo rodeado de un entorno verde con obras modernistas.

Història del pargue.

El Park Güell se formó con la unión de dos fincas: Can Muntaner de Dalt y Can Coll i Pujol, en la llamada Montaña Pelada (hoy día Colina del Carmel), adquiridas por el conde Güell el año 1899. Se trataba de un terreno formado por estratos de pizarra y piedra calcárea. Gaudí lo concibió con un sentido religioso al mismo tiempo que orgánico y urbanístico, ya que aprovechó el desnivel de 60 metros que tiene la montaña (la altura oscila entre 150 y 210 metros respecto del mar) para proyectar un camino de elevación espiritual, situando en su cima una capilla, que finalmente no se construyó, en el lugar que actualmente ocupa el monumento al Calvario (o Colina de las Tres Cruces). Junto con Gaudí trabajaron algunos de sus colaboradores más habituales, como Josep Maria Jujol, Francesc Berenguer, Joan Rubió y Llorenç Matamala. Las obras corrieron a cargo del contratista a Josep Pardo i Casanovas.
El acceso al parque presenta una estructura alegórica de gran simbolismo donde, dentro de los parámetros conceptuales que compartían Gaudí y el conde Güell, centrados en el catalanismo político y en la religión católica, se presenta la urbanización como una alegoría que representa lo más elevado del mundo terrenal y espiritual, con referencias tanto al avance de la industria y el desarrollo de la burguesía como a la cultura de tradición clásica grecorromana y, especialmente y por encima de todo, la presencia de la religión: el acceso al parque representa la entrada al Paraíso, al lugarutópico donde reina la calma y el bienestar. Desde los años 60 del siglo pasado es el monumento Artistico de Barcelona y el monumento del nivel nacional. Desde 1984 esta incluyido con otras obras de Antonio Gaudi en la Lista de la herencia Mundial de la UNESCO.

Fyodorova V.
National Mining University
Scientific supervisor: M.V. Orel

NEW TRENDS IN ENGLISH LANGUAGE TEACHING (ELT)

This article is about what's new in English language teaching. But none of the trends we are going to mention are, strictly speaking, new.

Take, for example, the idea of **spaced repetition**, which is a buzzword at the moment. Back in 1885, Hermann Ebbinghaus carried out an experiment designed to measure how quickly we forget. He discovered that, unless new information is reinforced, we quickly forget what we have learned. In the 1930s, other researchers followed this up by looking at how often we need to reinforce new information, and found that spacing out repetition – revising the information every two days, then every four, then every eight, and so on – was most effective.

So, we've known about spaced repetition for quite a while, but it has been difficult to implement, as it involves keeping track of an awful lot of words. However, this is something that a language-learning computer programme or app can do brilliantly. And so we're starting to see more and more language-learning apps which use the principles of spaced repetition.

Another way in which digitalisation is affecting ELT resources is **connecting learners with the outside world**. Students nowadays have access to an incredible amount of English-language material online. But while this is clearly beneficial, it can also be a bit overwhelming. Students don't always know where to go for the most appropriate material. For teachers, the amount of time needed to find, select and prepare materials can be off-putting.

As a result, more and more sites that adapt materials for students are appearing. **Easier English Wiki**, for example, provides students (and teachers) with free materials based on articles from New Internationalist magazine. **Newsmart** is an app that uses daily, up-to-date content from the Wall Street Journal to teach language and develop reading and listening skills.

More traditional learning materials are also following this trend by joining up with outside companies. **Unlock** is a new series from Cambridge University Press, which uses content from Discovery Education. **Pearson's Speakout series** has partnered up with the BBC.

Another effect of our increasingly online world is the growth in **more specialised ELT materials**. While publishers continue to produce large, globally oriented courses, there is more and more scope for niche, local products written for specific groups of learners. Dr Chris Lima's EAP Shakespeare materials, nominated for the Macmillan Award for New Talent in Writing, is one such example.

Teachers are starting to create materials in ways that would have been impossible some years ago. Nearly every student now carries a powerful mini-computer, video camera and audio recorder in their pocket (otherwise known as a mobile phone) and teachers are finding new ways to **use this technology in the classroom** for learning English.

Web tools and unprecedented access to authentic materials online mean that teachers can create courses tailored to the specific needs and interests of their students.

But not all the latest trends rely on technology. A very noticeable trend is towards**more creativity in the classroom**. This probably started with Ken Robinson's talk, **How schools kill creativity**. Viewed millions of times, it has definitely brought creativity back to the forefront of teaching and materials design.

The final trend we are going to discuss is **21st-century skills**. Some people might say this isn't new either, as people have been talking about 21st-century skills since the start of the century. Generally, this term is used to refer to skills that are felt to be of particular importance in today's world. For example, critical thinking, problem-solving and collaboration. These skills were always important, but in a world where people are unlikely to stay in the same job for life, and interpreting and using information is becoming more important than memorising it, the emphasis on these sorts of skills needs to be greater.

With this in mind, we are seeing ever more materials that teach these kinds of skills as well as the language. **Oxford Discover** is one such series, based on the 'four Cs' (critical thinking, communication, collaboration and creativity). Another example is the **Macmillan Life Skills** series, which treats broader soft skills such as raising self-awareness, and influencing and managing others.

While none of these five trends may be exactly new, they are tremendously exciting and important.

Galaganov V.
Dniprodzerzhynsk State Technical University
Scientific supervisor: O.V. Brezhneva-Ermolenko
Language consultant: N.V. Kuzmenko

RECOMMENDATIONS FOR IMPROVING THE SOCIO-ECONOMIC STANDARDS IN UKRAINE

Implementation of any socio-economic transformations must take place by using effective and efficient mechanisms. Despite significant scientific interest in the problems of Ukraine, questions related to research the system of implementing European reforms in the economy of Ukraine is not adequately reflected in the scientific literature.

Reforms planned by the coalition government as part of the "Strategy 2020" remain a number of outstanding issues that need attention. This applies to both economic and social components, which include the problem of regulation of social standards, quality of medical services, improve living standards and address issues of science and education.

Solving the problem of regulation of social standards and raising them to the European level is one of the key points for Ukraine's accession to the EU. Today the Ministry of Social Policy of Ukraine is taking certain steps to implement programs of social development, but experience shows that these actions are not very effective. After a sharp collapse of the hryvnia, social situation becomes more demanding and citizens need to take a number of radical measures to adapt to new circumstances. The results of the Ministry of Social Policy, show that the leadership of relevant ministries trying to combine raising the standard of living and a shock therapy. In the long run it may further complicate the situation - people will not experience improved quality of life, and shock therapy may be delayed in time.

To address the social crisis we can use the experience of Poland, where the President Lech Walesa was conducted fleeting and radical reforms in economic and social spheres. Less than 2 years has stabilized the economy and living standards gradually began to increase. But it is worth noting that for radical reform and increase the likelihood of positive influence Ukraine must first resolve the main issue - the cessation of hostilities in eastern Ukraine and returning annexed Crimea. According to President of Ukraine: "Until the war ended, we cannot expect improvements in the economy and in the social sphere."

Equally noteworthy health care reform. The program of reforming the industry has a number of controversial issues. Most independent experts are skeptical about this reform, emphasizing the fact that it eliminates the effects of problems without touching the essence of their causes. A striking example is the struggle with bad habits from the government. Government is not paying enough attention to this issue, but if you analyze the statistics you can see that bad habits have killed more people than warfare

for the last years. Some experts and journalists even called the issue "Second Ukrainian Front."

Among all the social orientation of reforms planned in the "Strategy 2020", the biggest issues are in the reform of education and science. Despite the assertion of a coalition government on the approximation of Ukrainian scientific and educational process to the European standards, certain of the new Minister of Education suggest otherwise. This applies particularly controversial transformational reforms in the education system of secondary and higher educational institutions. According to experts, this decision is not only reduce the indicators of success of studying students, but also reject Ukrainian educational process in schools to the Soviet era.

Speaking about the economy, we note that the main questions that are most relevant for our country, include: stabilization of the hryvnia and the fight against shadow economy.

In our opinion, to stabilize the hryvnia National Bank of Ukraine should implement reforms that will not only strengthen the role of the NBU in terms of regulation of economic processes in the financial market, but also provide additional powers to banks and other commercial institutions. The result of these transformations will be spread in the financial market liberalization and increased functionality of the NBU in crisis. Special attention should be paid to combating illegal exchange offices that play on people panic and shake the economy. This problem must be decided on the legislative level, which will return confidence in the national currency, will open free access to foreign and impose administrative, and make criminal penalties for those economic situation worsens.

To address the question of the shadow economy, government need to take legislative decisions that will encourage employers to legalize their activities. They must use the experience of the European economy, which has many years of using an extensive system of progressive taxation, and to implement reforms that will be more extensive and adapted to modern conditions the tax system. This initiative has been discussed many times in Parliament, but for some reasons was not realized. As for the entrepreneurs who are engaged in illegal business for the direction, then to deal with them should be strengthened customs controls by involving independent international employees, eliminating corruption schemes in the industry and the introduction of more stringent measures for entrepreneurs engaged in activities of this kind.

Summing up, it should be said that for achieving the most effective results in the field of economic development our government should:

- create the conditions for active collaboration of government (National Bank) with other relevant agencies, commercial agencies;
- strengthen the observation points of customs control to avoid problems with illegal transportation;
- enhance the level of responsibility for illegal businesses.

Gavrilenko G.
Tavria State Agrotechnological University

Scientific supervisor: E.A.Kravets

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FOREIGN LANGUAGE AS A MEANS OF BUSINESS COMMUNICATION

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Knowledge of foreign languages plays an important role in the career development of a good specialist, regardless of the profile of his activities. Contacts with foreign partners, sponsors or investors, working in a company that has foreigners in management requires special business fluency of foreign speech, ability to carry on business correspondence and negotiations, to explain your opinion using specialized professional vocabulary. Also it is vital for education, internship or work practice abroad.

Simple knowledge of language in such cases is not enough because in work situations it is necessary to operate the business vocabulary and appropriate grammatical structures.

The problem of students professional self-improvement in studying of Business language were dedicated to a number of scientific papers, including researches of Lohutinoyi NA, Petrov, A. Yatsyshyn. The creating a culture communication as an important factor of professionalism of future specialists are lighted in the works of G. Borozdina, AP Veselov, V. Hrehnova, O. Danilenko, Mikhail Doronin, A. Kazartsevoyi, V. Knorrynha F. Cousin, S. Melnikova, T. Mishatkinoyi and Yuri Tundykova.

The purpose of our thesis is to research the necessity of foreign language studying for the future specialist and substantiate the role of foreign language in the international market.

Communication is the key to almost every aspect of business – from client solicitation and retention to improving of employee interaction and efficiency. At the most fundamental level, business can't exist without communication. Effective communication with employees, partners, customers and suppliers is essential for successful running a company.

Communication is the main engine of progress.

The emphasis on foreign language as the language of business communication is stipulated by significant factor: economic globalization, cultural and educational integration, which has led to the active development of international economic relations, business and entrepreneurship. All these factors must have highly qualified specialists in the field of economics and business, who own the most common language spoken by world community.

Nowadays, the demand on Business English knowledge has changed significantly.

Understanding the business education as a modern trend in higher economic education focused on entrepreneurial activities at the international level in the context of globalization of the world market requires new approaches to learning a foreign language.

Now there is a special course of Business English in many economic universities. Business foreign language has become the key to international relations.

Governments need to communicate with each other and trade with many countries. The ability to speak foreign language not only English or one's native language can be beneficial to the success of a business venture. Learning a language helps one to learn and understand the culture in which that language is spoken. Understanding foreign cultural aspects and ability to communicate can be very powerful in business communication.

Effective communication within the business and its communities is crucial. With the continuous changes in the economy, businesses have to adapt to newer technologies and operational procedures to remain competitive. Some companies realize the need to explore other markets for the products and services; as a result, these companies transacts in international markets. While operating in an international environment, a company faces several challenges, including effective communication in a foreign language.

Many corporations in the United States of America transacts throughout the world. The official language of the U.S. is English. The top 5 countries with which the U.S. trades include Canada, China, Mexico, Japan, and Germany. Canada's official languages are English and French. However, English is not the official language of the other top 4 countries. If the top 10 countries that the U.S. trades with are examined, the United Kingdom is the only other country where the official language is English. The other countries, including South Korea, France, Brazil and Saudi Arabia with their own languages help business to compete globally.

English is becoming the most common form of "social currency".

Business communication and language go hand in hand with each other in order for companies not only to achieve success with consumers, but also for employee satisfaction.

Knowledge of different languages is very important nowadays, so self-respecting organizations will not leave itself without official representation in a particular city or country.

In modern business world, foreign language skills become more important. Trade and commerce has become international. People who work in an organization need to talk to each other to make others know what they want or what they need. Foreign languages and communication skills is the key to success.

Glavatskiy N.
Universidad Nacional de Minería
Profesora dirigente: A.V. Gavrilova

LOS TRADICIONALES DE LA NAVIDAD

La Navidad se celebra el 25 de diciembre de cada año. Originalmente era una celebración religiosa, que marca el día en que nació Jesucristo. Sin embargo, hoy en día, se celebra por personas religiosas y no religiosas igual.

El árbol de Navidad es otra tradición importante en esta época del año. Es un árbol de pino que a veces es un árbol real, pero los artificiales son más comunes. El árbol se ubica en algún lugar especial de la casa, luego se decora con distintos adornos

como campanas, guirnaldas, esferas brillantes, luces de colores y decoraciones hechas a veces por los niños en la escuela.

Para los niños el objetivo principal de la Navidad son los regalos. Esto a menudo causa mucho estrés para los padres y adultos, ya que que pasan mucho tiempo tratando de encontrar el regalo perfecto dentro de su presupuesto para gastar. Los centros comerciales se repletan por esta misma razón, con masas de gente frenéticamente corriendo de un lado a otro.

Las canciones tradicionales de Navidad se llaman "villancicos". Generalmente en época navideña se oyen los cantos de los villancicos por todas partes. Quienes participan utilizan todo tipo de instrumentos, pero a menudo se acompañan de campanas. Estos grupos de coros van de puerta en puerta por su barrio y cantan para la gente con la esperanza de una donación.

El muérdago es otra planta que se pone en esta época del año y hay que tener cuidado. Si te pillan de pie debajo de ella, otra persona se permite darte un beso, idealmente que sea alguien que te gusta.

Como se ha dicho anteriormente, en esta época del año las familias suelen reunirse y disfrutar de una cena de Navidad, ya sea en la víspera de Navidad (24) o el día de Navidad (25). Es un período donde la gente se olvida de sus dietas, por lo tanto comen y beben mucho. La comida tradicional es por lo general un gran pavo de Navidad, una enorme pierna de jamón de Navidad o bien carne asada.

A mucha gente le gusta enviar tarjetas a sus seres queridos para desearles una "Feliz Navidad", sobre todo si viven lejos y no podrán verse en Navidad. Las tarjetas tienen una amplia gama de diseños y colores aunque los colores tradicionales son el rojo y el verde.

Son personajes que van desde Oriente y representan antiguas mitologías.Gaspar es el Rey de Moroe, Baltazar es el rey de Nipur y Melchor es el Príncipede la Palmeira.Eran Astrólogos, en dicha época se les llamaban Magos. Cada uno simboliza unaraza: negra, blanca y amarilla.

Glazov R.
National Mining University
Scientific supervisor: M.V. Orel

HOW STUDENTS CAN USE MOBILES TO LEARN ENGLISH

The traditional model of language learning is teaching in a formal classroom setting. But appearance of the **mobile technology** presents us with amazing opportunities to re-design the way we teach and learn English.

Teaching with desktop computers vs. mobile devices.

With the help of desktops we access language-based websites, and use Google Docs. We can also connect a desktop computer to a whiteboard and project Google Images onto it. It’s an invaluable resource for language teaching.

However, mobile devices allow you to interact seamlessly with each other, in both formal and informal learning contexts. For example, a teacher can encourage students

to create a personal visual story about their daily routine. The student can take a series of snapshots of moments in their day — for example, their alarm clock, a toothbrush, a cup of coffee, their walk to work, etc. — and describe the actions to the teacher.

Cameras and microphones are useful for learning English.

Camera phones provide a great way to ask learners to 'notice' grammar around them. You can encourage students to take photos of street signs, menus, advertisements, or other examples of written English that they see around them: spotting the misuse of apostrophes ('s) or noticing incorrect spelling.

Another useful tool is the recording function of mobile devices. Here are three examples:

1. Learners can record themselves speaking English and share it with friends, who can offer feedback. This is a great opportunity to practise pronunciation.
2. Learners can record conversations with native speakers on a range of topics and integrate them into projects.
3. Learners can use the microphone creatively, and incorporate voice recordings into edited videos.

Mobile technology turns the question 'What did you do last weekend?' into a personal story, as learners can share with the group photos or videos of what they did, where they went, and how they felt. They can also share their social media activity, providing an opportunity to explore what their friends thought of the weekend.

Seven tips for using mobile technology with success.

Integrating technology into the classroom is a long-term strategy. If it's to be sustainable, the following points should be considered.

1. As a teacher, you need to engage with mobile technology yourself, before you can start to implement it into classroom practice.
2. To make sure students don't get distracted by social media, set clear learning objectives. Find creative ways to use social media within lesson plans. Consider how mobile technology can be used for extension activities. «Why don't you post an image of your work on your Facebook page?», is more engaging than 'We don't use Facebook in this class'.
3. If your school does not have a mobile learning policy, you need one for your class before you begin.
4. Do some research? It takes a lot of time to find relevant, suitable apps. There is no moderation process in place, so even with paid apps; it is difficult to know whether or not they are suitable.
5. Don't overwhelm your class with technology. Learners often fail to recognise the benefits of technology for language learning. So it helps to introduce apps and mobile learning activities one at a time. Then, as a group, you can reflect on whether they are useful.
6. If you do not have enough time to use mobile devices in class, think how they could be used for informal learning outside the classroom. Your students will benefit from the results of this extra practice when they're back in the formal classroom.
7. Read point number 1 again.

Mobile devices help teachers create an inclusive, personalised learning environment. Their learners are active researchers. Mobile technology also helps teachers use their lesson planning time more effectively.

Some of the Twitter exercises below are a great way to begin to use social media for language learning.

- Tweet a summary

In pairs or small groups, ask students to summarise a piece of text in 140 characters or less. Provide students with a hashtag, so the whole class can follow the conversation on Twitter and discuss it at the end.

- What did you did at the weekend?

Ask students to tweet photos of their weekend. Provide a hashtag for all the tweets. They could include photos of interesting people they met, a funny sign, or a meal they enjoyed. This will provide students plenty of material for discussion on a Monday morning.

- Describing people

Ask students to describe someone they are following on Twitter, in English. What were the reasons for following them? Do they read their tweets daily? Do they follow them on other social media channels? Is there anything in particular they admire about them?

Thus, in such a way the mobile technology changes the way we teach and learn English.

Gnedenkova Z.,
Sotnikova Y.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

LA MODA DE ESPAÑA

En este informe nos gustaria examinar los temas de moda española y sus diseñadores.

Cristóbal Balenciaga Eizaguirre (Guetaria, Guipúzcoa, 21 de enero de 1895 - Valencia, 23 de marzo de 1972), más conocido simplemente como Balenciaga, fue un prestigioso diseñador de moda español, considerado uno de los creadores más importantes de la alta costura, que desempeñó su trabajo principalmente en la ciudad de París durante más de tres décadas. Anteriormente tuvo una formación de sastre y diversas marcas propias en España. Contemporáneo de Coco Chanel y Christian Dior, es el modisto de alta costura español más importante de la historia. La lista de sus clientas de la alta sociedad es muy larga. Además de Marlene Dietrich incluye a Greta Garbo, Grace Kelly. Era una figura legendaria en el mundo de la moda y de la alta sociedad, no sólo por sus diseños sino también por su carácter reservado y su método de trabajo riguroso y discreto. Recibía a sus clientes mediante cita previa y organizaba desfiles privados. No le gustaban las multitudes ni la vida mundana. Guardó con celo su vida privada.

Francisco Rabaneda Cuervo (n. Pasajes, País Vasco, España; 18 de febrero de 1934), más conocido como Paco Rabanne, es un diseñador de moda español. Es conocido mundialmente por sus creaciones textiles y por la utilización de colores y texturas diversas. Además también da nombre a una marca de perfumes, gestionada por la compañía española de moda y perfumes Puig. En 1959, Women's Wear Daily publica una serie de siete vestidos de líneas geométricas muy depuradas firmados por Franck Rabanne, un nombre que pronto conocería la fama. Entre 1955 y 1963 se encargó de diseños de bolsos para Roger Model y de calzado para Charles Jourdan. En el año 1963 es Laureado en la Bienal de París por una escultura para jardín, expuesta en el Museo de Arte Moderno. De 1999 a 2009 finaliza la alta costura. El prêt-à-porter conoce un nuevo impulso bajo la dirección artística de Rosemary Rodríguez y, más tarde, de Patrick Robinson. Paco Rabanne también es pintor y diseñador. Expone sus obras pictóricas en Valbonne y presenta, en el salón Maison et Objet (Casa y objeto) una colección de seis sillas inspiradas en sus célebres texturas. Cabe destacar en 1999 el nacimiento del perfume "Ultraviolet", con color y frasco inéditos.

Estas casas de moda en la actualidad sigen con nuevas colecciones. Asi que estos diseñadores han hecho y estan haciendo una gran contribución al mundo de la moda.

Grin' I.
Vladimir Dahl Lugansk State University
Scientific supervisor: I. O. Sychevskaya

POLITICAL TECHNOLOGY

The matter of political technology is the major problem of research of sociopolitical sciences. Political technology – a set of methods, techniques, methods of human exposure to alter his way of thinking, beliefs, mood and behavior.

Political technology arose as old as politics itself. Even in primitive societies were priests, ritual specialists, who used manipulation of opinion of the crowd. The Old Greece sophists developed techniques of public debate, reasoning, logic, electoral technology which were improved in ancient Rome with the aim of managing different political processes.

Political strategies have a special development in modern times (due to intense electoral processes), and in recent times in totalitarian societies (due to the demand for techniques of propaganda).

At the end of the XX century in the context of the changed society has been a revolution in the understanding of political technologies. In the past their goal was to suppress the mind and will of individuals; now on the contrary, it is the triggering of free will, consciousness, and human subjectivity. To quote the famous French sociologist Jean Baudrillard, "the transition from prescription to the schedule."

If before advertising and propaganda and demanded inspire elect Ivanov and in any case not to elect Petrov, now requires a propaganda exercising mind and will and that is to choose between Ivanov and Petrov. Only later it appears that both were funded by the same transnational corporations, and in practice will do the same thing.

Separation of political technologies "black" ("dirty") and "white" ("pure") was developed primarily in the context of some election campaigns of the second half of the 1990s, which was used extensively administrative resources, the intervention of criminals, the use of illegal methods impact on voter choice and as far as can be judged, "correction" of undesirable results for certain political forces in the election.

Despite the wide experience of and reaction to technologies such unity in the evaluation of specific technologies is not observed. Often not observed and logic. Most often journalists write about "black PR" and "dirty technologies", often with little knowledge of this area of activity at all.

The proposed approach "black" are those political technologies, the use of which involves direct violation of applicable laws. This may include technology as a frankly criminal (assassinate rivals, bribery of members of election commissions, etc.), and the relatively innocent, but still outlawed behavior ("gifts" to voters, campaigning on the part of officials, etc.).

"White" technologies are those that are part of an informal "Register of "approved" and not breaking the law. In most of these are the most simple and natural technology: posting information leaflets, meetings with voters, etc.

It should be noted that the boundary between these types of technologies is quite uncertain. Furthermore, some may be provided as "black" or "white" depending on their specific application in each case. For example, to analyze the typical democratic elections reception (implemented in a variety of technologies) spread about the rival of compromising its data.

If the information does not correspond to reality (i.e. – constitute slander) or true, but obtained by illegal means (for example – a breach of patient confidentiality), this technology is definitely "black". At the same time, the public, in principle, inclined to blame the spread of even a completely fair compromising and produced exclusively by legal means. Although it is actually compromising almost the main source of relatively unbiased information on the policies. In this regard, these technologies can calculate as "gray."

Manipulation in a literal translation – it's a hidden hand movement, actuating a device. In politics, under the manipulation is meant a special kind of impact quenches when the manipulator encourages people to action, which he did not intend to carry out at the moment. Manipulation is different from the power, the powerful impact of the fact that there is not a direct indication of the order of what to do, and following this discovery, coercion, or the threat of sanctions. During the impact of manipulative quenches person does not feel external compulsion, it seems Xia, that he makes a decision and chooses the form of the behavior.

It is necessary to tell that the general technology of political manipulation is based on regular introduction of sociopolitical myths-illusory of the ideas confirming certain values and the norms perceived mainly on trust, without rational critical judgement of realities.

Myths make the base of all illusory picture of the world created by manipulators. So, as bearing designs of communistic system of a manipulation acted myths about a private property as about the main source of sociopolitical harm, the

conflict, about inevitability of crash of capitalism and a communism celebration, about a supervising role of working class and its communist party.

In the USA, according to the American professor Herbert Schiller, the main ideas confirming domination of ruling elite, acted five sociopolitical myths : 1) about individual freedom and a personal choice of citizens; 2) about a neutrality of the major political institutes: the congress, court and the presidential power, and also mass-media; 3) about invariable egoistical human nature, its aggression, propensity to moneymaking and consumption; 4) about absence of social conflicts, operation and oppression in a society; 5) about pluralism of mass-media which actually, despite their abundance, are supervised by large advertisers and the government and represent the uniform industry of illusory consciousness.

Nowadays the variety of political technologies are known: social partnership; lobbying; adoption and implementation of policy decisions, political conflicts, "public relations"; election, political management, manipulation, image building, optimization of political risk, etc., but there are no suitable Political Technology for all occasions. Each of them is specific and unique because they are designed to deal with very specific issues.

From all aforesaid it is possible to draw a conclusion that the political technology is a special art that is widely used in modern life. Whether its using is good or bad worriers mostly psychologists but not the politologists.

Grytskevych P.,
Onufrienko D.
Alfred Nobel University, Dnipropetrovs'k
Scientific supervisor: M. R. Kabanova
Language supervisor: Paul Bradbeer

USING INTERACTIVE METHODS FOR TEACHING FOREIGN LANGUAGES AND THE DEVELOPMENT OF CREATIVE POTENTIAL OF FUTURE APPLIED LINGUISTICS

It is well known that living in society without depending on other members of society is impossible. In addition, future applied linguists preparing themselves for their professional formation will meet fierce competition in today's labor market. It is not enough today to be only competent in one's narrow discipline-for example, students of Applied Linguistics have to master not only modern information technologies, but they will also have to master at least one foreign language, and sometimes two or three.

Monotony is the main scourge in learning foreign languages from the point of view of students. That is why students studying in the specialty Applied Linguistics especially welcome interactive methods in the study of English as their main language, as well as the other languages they are learning.

It goes without saying that under the term interactive technologies in the study of foreign languages, we understand:

- Games, competitions in any group of future applied linguists.

- The study of foreign languages through practical tasks in the form of micro-situations.
- Use of social resources (invited specialists, organizations, institutions, excursions).
- Non-gaming situational methods, as an example: a situation - a problem, situation – task and others.

Examples of interactive technologies can serve as a practical exercise in the form of the role-playing games. A leading student encourages the class to discuss questions: “Do you think that a system of fines in Environmental Law could work in Ukraine?”, ”What kind of trash is the most dangerous for our world?”, “Would you like to improve your knowledge in communication?”, “How to become a pleasant speaker?” , “ How can you manage to receive knowledge as much as you want?” , “How to create a form of sign languages called “visible speech” for deaf mutes?” , “Do you think that our planet is in danger?” , “How do you prevent military conflicts around the world?”

As seen from the above, in practical classes for the study of foreign languages interactive methods to stimulate students' motivation and better training in the context of global competition in labor markets are becoming increasingly important.

The problem is far from being solved but we hope the future will demonstrate it is the most effective methods in teaching foreign languages.

Gurtiak I.
Vladimir Dahl Lugansk State University
Scientific superviser: L.A. Bekresheva

PROFESSIION – GOOD JOURNALIST

People have always aspired to getting information, so journalism was once born and will never die. Journalists are people who try to feed people’s informational hunger. No one future specialist in journalism dreams to be a dull blue guy collecting editors’ refusals on a pile of his dull articles. We want to be bright, attractive, famous and loved by our readers! We want to master the profession – GOOD journalist!

Being a reporter encompasses so many things. You could be the face of a leading country newspaper, a regular contributor to a magazine or newspaper or you could be tweeting and blogging as your own brand of news sourcing. If any of this sounds good to you, with some hard work it could be your future.

So, what makes a good journalist? Is it only the best teaching institution? Surely it will contribute to our career, but… Here are some instructions, that can become the steps to the career of GOOD journalist:

Love getting words to work! You can face many websites which are full of weak articles that took hours to be created but that don’t attract anyone’s attention. It mustn’t be that way! Your writing should have better results. So, write any stories you can. Half-forgotten wall newspaper of your Department can be your first tribune. Even if you’re writing the school lunch menu, it counts. When you write, you have an area for practice.

Be ready to read what others are writing too. They are books, mass media materials, your friends' stories. Devote your free time to reading!

One of the greatest things about university is that there are so many opportunities. If you're not exercising with your Department wall newspaper there's half a dozen other resources you can be a part of: a literature society, scientific conference, seminar etc. Get your hands on something in line with your interests. It doesn't have to be perfect right now; it just has to be a start.

Being able to catch the news is also important. Journalists have to have an eye for what is newsworthy, what has the interest and importance for the story creation. Keep being able to stop in wonder hearing the new word, looking through advertisements, show posters – any event can become a topic of a news article!

A good reporter has three kinds of source material: by researching the written record, interviewing those involved, and observing the events at hand. When at all possible, have all these sources available to make your news engaging and full of vivid details.

Interpersonal skills are extremely important in order to be a good journalist. Even if others consider you to be a shy person you must change that right away when speaking to someone in order to obtain information for your work. The journalist is to be able to ask and be asked questions. You need to be able to feel that you can ask the tough questions, act accordingly, get the details to get a story written with accurate facts and quotes.

To get a good interview, there's work involved beforehand. Here are some basics: research the person you're interviewing. Know what you're interviewing them about, their interests and how this lines up with yours. Dress for the occasion. Dress how you think *they'll* be dressing.

Be a perfect philologist! When a completed copy of work is turned in and it contains multiple grammatical and spelling errors, it can seem very unprofessional and you can loose your credibility as a journalist.

Speed and accuracy is also crucial. It is not enough to write well you have to also be a fast writer. This is where many aspiring journalists have problems. They might do well in writing classes and show a good grasp of the news, but when it comes to deadlines they suffer.

Being a reporter anymore does not mean just writing. If an opportunity arises that involves photo, video, copy editing, marketing or broadcasting, go for it. You're just making yourself more valuable to the organization you'll work for in the future.

Anything is good, but studying technology is probably best. If you know HTML, CSS, Photoshop, JavaScript and everything in between, you won't have to stay in print media. Computer science and related fields will give you a leg up into digital media.

To be a devoted to journalism is also important. There are sacrifices that must be made in a journalists' personal life at times in order to get work done. A story doesn't develop on its own. It often takes hours of research just for one idea. The news business is highly unpredictable, and the person who refuses to work nights, weekends or holidays usually won't get far.

Having a thick skin can also be helpful. There will be times where editors may yell and you will find yourself in a high-pressure environment, you may have problems

with co-workers under similar stress. Readers will criticize you and your work and sometimes will call you nasty names. Unfortunately you might even receive threats because of stories you write. Can you handle all the stressful situations that will come your way?

There's no profession that offers you more variety in life or more excitement than journalism! Journalists are forced to keep learning, to enter new worlds, to see life from yet another perspective. If you are ready for this, you are welcome to journalism!

Hesheva H.
Tavria State Agrotechnological University
Scientific supervisor: Yu.S. Lutvyna

DEVELOPING LANGUAGE COMPETENCE FOR IT STUDENTS

Educational and professional significance of foreign language has been changed lately. The factors of increased interest for foreign language learning, in particular English, are globalization of all spheres of life, development of communication technologies, competiveness and commercialization of the society and recognition English as a language of international communication.

Nowadays, English is the world language, the language of trade and business, education, travelling, science and technology and the language of youth. Most of the scientific, technological and academic information in the world expressed in English, and over 80 per cent of all the information stored in electronic retrieval systems is in English. English is the main language of popular music, advertising, satellite broadcasting, home computers and video games. Thus, knowledge of English is obligatory for representatives of many professions. Some employers consider language competence as one of the main requirements to the candidate; others do not even mention it, considering this skill for granted.

Moreover, all the instructions and programs for new gadgets are written in English. 90% of Internet resources are in English. New ideas in science, technology and medicine are changing so quickly that it is impossible to translate everything into different languages. So most things published in English, and if you want to keep up with the latest ideas in any subject, you need English.

Due to development of IT technologies a lot of attention is paid to programming, software development and computer literacy. We live in the age of computers and nearly every company relies on computers in some way: for their accounts, controlling processes, taking orders, design, advertising and marketing. So people who can cope with new software to help businesses run more smoothly will be in demand. In addition, nano-tech engineers are going to be in high demand.

An important component of a professional competence of a programmer is knowledge of technical English that gives him an advantage. First, a tendency for continuous development and self-education is impossible without knowledge of English in programming. Second, the sphere of IT-technology usually involves a lot of interaction with foreign customers and companies. IT-specialists need to communicate

with foreign customers, colleagues and read academic or specialized literature. It is also possible to have internship opportunities abroad.

A programming language uses English words as operators and keywords. Examples of such programs are 'Visual Studio' and 'Delphi'. To be an advanced programmer and understand how programs work English is required. Speaking and listening skills are also important in the traditional work of a programmer, as many media training programs, video tutorials for developers not only can be shown on screen the text and graphics but also heard.

In the era of technological changes, computers and the Internet students are provided with many kinds of online courses, in particular for studying English. Foreign languages study groups are organized at industrial enterprises, in offices of big firms, at educational establishments and research institutes. In addition, you can learn English by communicating with someone who lives abroad, meet people, make friends online and find free pen pals from around the world. There are a lot of sites where you can learn English such as: interpals.net, Puzzle-English and LinguaLeo. The listening and speaking skills development is more productive with use of video materials from news reports, movies, song clips, and documentaries, drama pieces, cartoons and trailers. Communicative programs, Skype and others, give a chance to the learners to be involved into a real life communication, to develop their language skills as well as skills of interpersonal and cross-cultural communication.

To conclude, our country needs highly-qualified IT-specialists with language competence who are able to absorb all new and progressive things, solve complicated tasks on developing new software and apps and ready for international cooperation. Various multimedia technologies can help students learn communication strategies and develop their language competence.

Hitrov A.
Taurische staatliche agrartechnologische Universität
Sprachliche Beratung: S.G. Muntian

GRUNDSÄTZLICHE KOMPONENTE DER VORBEREITUNG EINER PRÄSENTATION

Heutzutage kommen immer mehr Berufstätige in die Situation, präsentieren zu müssen. Denn bei vielen Entscheidungen im Berufsleben spielt nicht nur der inhaltliche Aspekt eine Rolle, sondern auch die Art, wie Inhalte präsentiert werden. So ist das Problem der effektiven Vorbereitung einer Präsentation sehr aktuell.

Ziel des gegebenen Beitrags ist, grundsätzliche Komponente der Vorbereitung einer Präsentation zu betrachten.

Theoretiker der professionellen Präsentationen empfehlen bei der Vorbereitung einer neuen Präsentation Folgendes zu klären und zu berücksichtigen:

1) Was will man präsentieren? – Die inhaltliche Vorbereitung.
2) Wem will man etwas präsentieren? – Die adressatenbezogene Vorbereitung.
3) Wie will man etwas präsentieren? – Die methodische Vorbereitung.
4) Wie wird man mit meinem Lampenfieber fertig? – Die mentale Vorbereitung.

5) Was ist organisatorisch zu bedenken? – Die organisatorische Vorbereitung.

In der inhaltlichen Vorbereitung geht es zunächst einmal um die Formulierung konkreter Ziele für die Präsentation, die Zusammenstellung der Informationen, die man präsentieren will, eventuell um die Recherche zusätzlicher Informationen, der Abwägung von Argumenten und um das Ordnen der Informationen.

Die adressatenbezogene Vorbereitung beschäftigt sich mit der Frage: Wer ist das Publikum? Wie muß die Präsentation gestaltet werden, damit sie beim Publikum ankommt? Dabei kommt es vor allem darauf an, den Nutzen für die Adressaten immer wieder in den Vordergrund der Präsentation zu rücken. Um am Wissensstand und an den Erwartungen des Publikums anknüpfen zu können, sind vor allem Informationen über Vorkenntnisse sowie Erwartungen der Adressaten nützlich. Je nach Adressaten wird sich der Aufbau der Präsentation, die Wortwahl und der Grad der Detailliertheit der Information ändern. Ebenso muss man sich genau überlegen, welche Medien man bei der Präsentation einsetzt und vor allem auch, wie man sie einsetzt. Auch beim Medieneinsatz muß neben dem Inhalt die Spezifik der Zielgruppe berücksichtigt werden.

Die methodische Vorbereitung befaßt sich mit der Anordnung des Stoffs, der zeitlichen Planung und dem Einsatz der Medien. Viele Präsentationen werden unter großem Zeitdruck vorbereitet. Die oft als Vorbereitungszeit vorgeschlagene Formel – 15 Minuten Präsentation = 3 Stunden Vorbereitung – kann in vielen Fällen nicht angewendet werden, weil diese Zeit schlichtweg nicht zur Verfügung steht. In Fällen der Zeitknappheit ist eher auf eine saubere methodische, inhaltliche und adressatenbezogene Vorbereitung Wert zu legen als auf die mediale Aufbereitung: besser keine Folie als eine schlechte Folie. Die Dauer der Vorbereitung hängt überwiegend von folgenden Faktoren ab: von der Intensität und Tiefe der notwendigen inhaltlichen Recherche, von der Medienwahl (PowerPoint, Flipchart, Metaplanwände, Moderationskarten), von der Medienherstellung.

In der mentalen Vorbereitung geht es vor allem um die Frage, wie der Präsentierende mit seinem Lampenfieber fertig wird. Konkrete Ratschläge sind: gut vorbereiten, rechtzeitig ankommen, mit dem Raum vertraut machen, die Präsentation mental noch mal durchgehen.

Die organisatorische Vorbereitung hängt von den Rahmenbedingungen einer Präsentation ab: Findet sie intern vor Kollegen oder Vorgesetzten statt, oder präsentiert man beispielsweise bei Kunden, wo die räumlichen Bedingungen wenig beeinflußt werden können. Die Vorbereitung von Anfahrt und Aufenthalt spielt entsprechend auch große Rolle.

Zusammenfassend ist zu betonen, dass alle fünf Bereiche der Vorbereitung einer Präsentation miteinander eng verknüpft sind und selbstverständlich in ihren Zusammenhängen und Abhängigkeiten bedacht werden müssen, auch wenn sie aus systematischen Gründen getrennt behandelt werden.

Hrynenko H.
Lyceum of Information Technologies
Scientific supervisor: N.V. Virolaynen

DEVELOPING TWENTY-FIRST-CENTURY SKILLS VIA DIGITAL VIDEO PRODUCTION

21st Century Skills represent the ability to do something well, usually as a result of experience and training in the 21st century. The problem of 21st century skills is discussed all over the world. The main reason is the lack of students who are ready to work after graduation. The study showed that the majority of students are lacking in following skills:

- Oral and written communications
- Critical thinking and problem solving
- Professionalism and work ethic
- Teamwork and collaboration
- Working in diverse teams
- Applying technology
- Leadership and project management.

They are examples of 21st century skills that should be developed in order for future generations to be successful in life.

B. Trilling and C. Fadel identified three main groups of 21st Century Skills:

1. Learning and innovation skills (critical thinking, creativity, innovation, communication, collaboration);
2. Digital literacy skills (information and media literacy);
3. Career and life skills (leadership and responsibility, social and cross-cultural interaction, flexibility and adaptability, initiative and self-direction).

The fact, that demonstrates the **relevance** of the paper, is a number of reports from around the world which confirm existence of the '21st century skills gap', which have been pointed out before. It is costing businesses a lot of money. Companies are spending a fortune on training programs trying to develop the necessary skills.

That is why the **aim** of the paper is to explore how 21stcentury skills can be developed via digital video production.

Video digital production is a rather challenging task which can also be time consuming but it can develop a range of 21st century skills:

- creativity;
- critical thinking;
- communication;
- collaboration.

Editing video with the help of various programs contributes to development of digital literacy.

After studying all the resources and producing own video it is possible to conclude that video can be a tool for development 21st century skills.

Kachura E.,
Kulshenko S.
Universidad Nacional de Mineria
Profesora dirigente A. V. Gavrilova

GASTRONOMÍA DE ESPAÑA

La gastronomía de España es una variada forma de preparar platos, que se ve enriquecida por las aportaciones de las diversas regiones que componen el país. Cocina de origen que oscila entre el estilo rural y el costero, representa una diversidad fruto de muchas culturas, así como de paisajes y climas. La cocina española está fuertemente influida a lo largo de su historia por los pueblos que conquistan su territorio, así como de los pueblos que posteriormente coloniza. Esta situación le ha proporcionado una gran variedad de técnicas culinarias e ingredientes.

Fue durante muchos siglos desconocida en Europa, y es entre finales del siglo XIX y comienzos del siglo XX cuando cobra una identidad nacional, fundamentada en los diferentes platos y técnicas culinarias propias. Todo este conocimiento culinario sale a la luz gracias a la aparición a comienzos del siglo XX de escritores especializados en gastronomía capaces de ensalzar y alabar sus platos, de investigar en su historia y su origen. A este grupo de escritores se le ha venido a denominar como la «generación gastronómica del 27». A partir de este instante la cocina española evolucionó hasta lo que en la actualidad conocemos como la nueva cocina española.

El concepto tan variado de la cocina hace que algunos autores la denominen en plural, como las «cocinas de España». En la cocina española actual conviven dos realidades: la cocina clásica y popular fundamentada en la tradición, y la cocina actual que emplea las más novedosas e ingeniosas técnicas de cocina de autor, con cocineros que han alcanzado fama internacional reconocida. A pesar de ello la cocina clásica posee unas raíces religiosas muy profundas. Algunas formas de comer típicas de las regiones españolas se han internacionalizado, tal y como pueden ser las tapas. Entre los ingredientes españoles caben destacar los quesos, que son de una gran variedad, fruto de una actividad ganadera milenaria. También destaca en la gastronomía española la gran variedad de vinos que posee, habiendo alcanzado algunas de sus regiones vitivinícolas fama y reconocimiento internacional. Si bien el vino es la bebida nacional, en algunas regiones del norte son muy populares otras bebidas, como en el caso de la sidra.

La cocina española es muy variada. Es difícil definir cuál es el plato «típico» español. Cada región tiene su propia tradición.

Los más famosos cocineros españoles son vascos. Su especialidad es el bacalao. Las provincias del norte de España son famosas por sus platos de pescado y marisco. Galicia es una gran productora de marisco. Asturias es famosa por su maravilloso plato de judías llamado fabada asturiana.

La parte central de España está alejada del mar. Aquí el clima es seco y el terreno es menos fértil. Varios platos típicos de Castilla son la sopa de ajo, el cochinillo asado y el cordero. La Mancha es famosa por el queso de oveja. En Madrid son conocidos dos platos: el cocido madrileño y los callos.

Cataluña es conocida por el pan con tomate. Valencia es la patria de la paella, uno de los platos más famosos de España.

El aporte principal de Andalucía son las tapas. Otro plato popular del Sur de España es el gazpacho, una sopa fría de tomates que refresca muy bien en los días de calor.

Asi que, para todos los turistas la comida en España es única y para los gourmet, quizá, es un verdadero paraíso. Para tener un idea de la cocina española, vale la pena probar primero sus «clásicos»: la paella, el gazpacho, tapas, tortilla, salchichas ahumadas, «Serrano» y el famoso jamón. Además, lo mejor es investigar las diferentes regiones de España con el fin de entender lo que puede ser la gastronomía de este país y muchos otros platos interesantes que esta cocina dispone.

Karakhovska S.
Universidad Nacional de Mineria
profesora dirigente Gavrilova A.V.

MONASTERIO DE EL ESCORIAL Y CATEDRAL DE LA ALMUDENA

El Monasterio de San Lorenzo de El Escorial es una de las más singulares arquitecturas renacentistas de España y de Europa. Catedral de la Almudena es la sede episcopal de la archidiócesis de Madrid, España. El Monasterio de San Lorenzo de El Escorial es un complejo que incluye un palacio real, una basílica, un panteón, una biblioteca y un monasterio. Se encuentra en la localidad de San Lorenzo de El Escorial, en la Comunidad de Madrid, España, y fue construido entre 1563 y 1584. El palacio fue residencia de la Familia Real Española, la basílica es lugar de sepultura de los reyes de España y el monasterio. Fue considerado, desde finales del siglo XVI, la Octava Maravilla del Mundo, tanto por su tamaño y complejidad funcional como por su enorme valor simbólico. Su arquitectura marcó el paso del plateresco renacentista al clasicismo desornamentado. Sus pinturas, esculturas, cantorales, pergaminos, ornamentos litúrgicos y demás objetos suntuarios, sacros y áulicos hacen que El Escorial sea también un museo. Su compleja iconografía e iconología ha merecido las más variadas interpretaciones de historiadores, admiradores y críticos. El Escorial es la cristalización de las ideas y de la voluntad de su impulsor, el rey Felipe II, un príncipe renacentista.

La Santa Iglesia Catedral de Santa María la Real de la Almudena, conocida simplemente como Catedral de la Almudena, es la sede episcopal de la archidiócesis de Madrid, España. Se trata de un edificio de 102 metros de longitud y 73 de altura, construido desde finales del siglo XIX a finales del XX, con una mezcla de diferentes estilos arquitectónicos: neoclásico en el exterior, neogótico en el interior y neorrománico en la cripta. La catedral está ubicada en el centro histórico de la ciudad. La fachada principal se encuentra frente al Palacio Real. Durante siglos hubo intentos de dotar de mayor grandiosidad a la mencionada parroquia, intentos que fueron haciéndose más intensos con la con la consolidación del imperio y con el establecimiento en la villa de la sede de la Corte.Vista de la fachada principal.Quizá el

elemento más llamativo al exterior de la catedral sea la cúpula, que es doble; gótica vista desde el interior, pero con reminiscencias barrocas al exterior.

El Monasterio de San Lorenzo de El Escorial y Catedral de la Almudena son patrimonio histórico de España, que merece estudiar y entender.

Kirpa T.
National Mining University
Scientific supervisor: M.V. Orel

CHOOSING PROBLEMS FOR SCIENTIFIC PAPERS

Choosing good problems in the process of writing a term paper, a course paper, or a diploma is essential for students. But what is a good problem and how to choose it?

A good choice means that you can competently discover new knowledge that you find fascinating and that allows self-expression. We will discuss simple principles of choosing scientific problems that have helped many students.

Let us compare problems by two dimensions. The first is feasibility—that is, whether a problem is hard or easy, in units such as the expected time to complete the project, and interest: the increase in knowledge expected from the project. Most often we would like problems, both feasible and with high interest, likely to extend our knowledge significantly.

A common mistake made in choosing problems is taking the first problem that comes to mind. Rapid choice leads to much frustration. It takes time to find a good problem, and every week spent in choosing one can save months later on.

Let us now look in more detail on the problem of interest. Who decides how to rank the interest of problems? One of the fundamental aspects of science is that the interest of a problem is subjective and personal. This subjectivity, however, makes things confusing. The confusion is due to the mixing of two voices — one is a loud voice of the interests of those around us, in conferences, in our department, etc. The other is a faint voice in our breast, that says, “This is interesting to me.” Ranking problems with consideration to the inner voice makes you more likely to choose problems that will satisfy you in the long term.

A good sign of the inner voice are ideas and questions that come back again and again to your mind for months or years. These are likely to be the basis of good projects, more so than ideas that have occurred to you in recent days. It is remarkable that listening to our own idiosyncratic voice leads to better science. It makes research self-motivated and the routine of research more rewarding. In science, the more you interest yourself, the larger the probability that you will interest your audience.

What is the essence of the inner voice? The projects that a particular researcher finds interesting are an expression of a personal filter, a way of perceiving the world. This filter is associated with a set of values: the beliefs of what is good, beautiful, and true versus what is bad, ugly, and false.

When one can achieve self-expression in science, work becomes revitalizing, self-driven, and laden with personal meaning. It may also have a better chance of discovering something profound.

In summary, take your time to find among the problems available the one that is most feasible and most interesting to you rather than to others. A good project draws upon your skills to achieve self-expression.

Kolesnikova D.
National Mining University
Scientific supervisor: M.V. Orel

CULTURAL DIFFERENCES AS A PROBLEM OF EFFECTIVE COMMUNICATION

The key to effective cross-cultural communication is knowledge. First, it is essential that people understand the potential problems of cross-cultural communication, and make a conscious effort to overcome these problems. Second, it is important to assume that one's efforts will not always be successful, and adjust one's behavior appropriately.

For example, one should always assume that there is a significant possibility that cultural differences are causing communication problems, and be willing to be patient and forgiving, rather than hostile and aggressive, if problems develop. One should respond slowly and carefully in cross-cultural exchanges, not jumping to the conclusion that you know what is being thought and said.

One of the suggestions for heated conflicts is to stop, listen, and think when the situation gets tense. It means withdraw from the situation: step back, and reflect on what is going on before you act. This helps in cross cultural communication as well. When things seem to be going badly, stop or slow down and think. What could be going on here? Is it possible I misinterpreted what they said, or they misinterpreted me? Often misinterpretation is the source of the problem.

Active listening can sometimes be used to check this out–by repeating what one thinks he or she heard, one can confirm that one understands the communication accurately. If words are used differently between languages or cultural groups, however, even active listening can overlook misunderstandings.

Often intermediaries who are familiar with both cultures can be helpful in cross-cultural communication situations. They can translate both the substance and the manner of what is said. For instance, they can tone down strong statements that would be considered appropriate in one culture but not in another, before they are given to people from a culture that does not talk together in such a strong way. They can also adjust the timing of what is said and done. Some cultures move quickly to the point; others talk about other things long enough to establish rapport or a relationship with the other person. If discussion on the primary topic begins too soon, the group that needs a "warm up" first will feel uncomfortable. A mediator or intermediary who understands this can explain the problem, and make appropriate procedural adjustments.

Yet sometimes intermediaries can make communication even more difficult. It is common for mediators to be more supportive or more understanding of the person who is of his or her own culture, simply because they understand them better. Yet when the mediator is of a third cultural group, engaging in extra discussions about the process and the manner of carrying out the discussions is appropriate, as is extra time for confirming and re-confirming understandings at every step in the dialogue or negotiating process.

Kolesnikova D.
Nationale Bergbauuniversität der Ukraine
Sprachliche Beratung: I. L. Kabachenko

SOCIAL MEDIA

In den vergangenen Jahren haben Entwickler verschiedene Technologien wie Twitter auf den Markt gebracht. Sie werden unter dem Begriff Social Media zusammengefasst. Über sie können Menschen auf der ganzen Welt online miteinander kommunizieren und Informationen austauschen.

Die Geschichte von Janis Krums zeigt, wie neue Medien die Kommunikation zwischen den Menschen verändert haben. Über Webseiten wie Twitter können sich Informationen heute in kurzer Zeit in der Welt verbreiten.

Twitter ist ein sogenannter Mikroblogging-Dienst. Das ist eine Internetplattform, auf der Mitglieder Nachrichten veröffentlichen und an andere Nutzer schicken können. Twitter funktioniert so: Person A loggt sich in Twitter ein und schreibt eine Nachricht - einen sogenannten Tweet, der nicht länger als 140 Zeichen ist. Der Informationsgehalt ist hierbei egal: Es kann um Politik, die eigenen Gefühle oder ums Kantinenessen gehen. Bevor Person A den Tweet abschickt, kann sie noch ein Schlagwort hinzufügen, etwa #Unglück. In der Twitter-Sprache heißt das Hashtag.

Etwa 23 Millionen Menschen über 14 Jahren - mehr als 40 Prozent der Internetnutzer - sind in Deutschland in sozialen Netzwerken aktiv. Vor allem Facebook ist beliebt: Nach Unternehmensangaben war Ende 2012 etwa jeder Dritte Bundesbürger Mitglied in dem sozialen Netzwerk. Facebook wurde 2004 von dem Harvard-Studenten Marc Zuckerberg gegründet. Es handelte sich hierbei ursprünglich um eine Art virtuelles Jahrbuch. Auf Facebook sollten Zuckerbergs Studienkollegen einen Steckbrief von sich anlegen und sich untereinander vernetzen können.

Eine andere Variante der Social Media-Nutzung bieten die sogenannten Wikis. Wikis sind sozusagen Gemeinschaftsprojekte im Netz: Auf Wikis kann jeder User Inhalte veröffentlichen und die Beiträge anderer überarbeiten. Durch Verlinkungen kann er zudem verschiedene Einträge vernetzen. Langfristig entsteht so eine Art virtueller Wissenspool, den die Netzgemeinde ständig kontrolliert und aktualisiert.

In Onlineportalen können Internetnutzer auf der ganzen Welt Videos, Fotos und Dateien miteinander teilen und tauschen. Auf Englisch heißt das Media Sharing. Bekannte Webseiten sind heute etwa Flickr, SlideShare und YouTube. YouTube bedeutet sinngemäß "Du sendest".

Über die Plattform können User eigene Videos veröffentlichen und den anderen User abrufen. Einschränkungen gibt es so gut wie keine. Viele machen ihr eigenes Können zum Inhalt von YouTube-Videos - getreu dem Motto "Broadcast yourself", mache dich selbst bekannt.

Nicht nur Privatpersonen nutzen YouTube. Auch Unternehmen und Menschen, die in der Öffentlichkeit stehen, sind auf dem Onlineportal präsent. Oft haben sie einen eigenen Kanal. Auf diesem veröffentlichen sie regelmäßig Videos über sich oder ihre Firma. In Deutschland besitzen unter anderem die ARD und Bundeskanzlerin Angela Merkel einen solchen Kanal.

Kompaniets A.
Dneprodzerzhinsk State Technical University
Scientific supervisor: M.N. Kutcher

TIME-MANAGEMENT AS A STRUCTURAL PART OF SELF-DEVELOPMENT

Nowadays students are interested in different methods of improving their personal and professional skills. So management can become wonderful tool to do it fast and in a high-quality.

There are several types of management. And time – management is one of them. So how it can help students to achieve success and how they could use it correctly?

Nowadays life is full of different events. And youth have to be very nimble to be able to realize all their plans. Almost every foreign university has a page with useful information for students about how to use their time effectively. Such practical advice you can find on the websites of National Management Institute, Rasmussen College, The College Board and so on. But, unfortunately, we found none practical advice for students on Ukrainian universities' sites.

That made us make a general-purpose list of tips, which we could advice to Ukrainian students, because according to the last changes in educational system, the academic load increased and as a result the level of free time lowed. That's why the problem of rational usage of time is so popular among young people today.

We made a list of only 5 golden rules which consist of advice of businessmen and experienced people in the sphere of time management. We hope, that these tips could help students in their everyday activities:

1) To-do list. Every successful time manager has a to-do list of some sort and entrepreneurs are no exception. Sir Richard Branson believes in lists so much that he adorned the inner sleeves of his biography with them. To-do lists are typically done daily and are meant to help us focus on what's urgent and important. Time management expert and business consultant Mike Gardner recommends writing a to-do list at the same time every day. "It's generally agreed that they should be done at the same time every day, for me it's the night before," he says.

2) **Keep trying new systems.** If your cell phone calendar isn't big enough, buy a paper one. If your paper one keeps getting torn, try a PDA. If you have too many things written down each day, try color-coding to help simplify. Very few college

students make it through their programs without some kind of calendaring system; keep trying until you find one that works for you.

3) Parkinson's law. "Work expands so as to fill the time available for its completion," declared British civil servant Cyril Parkinson. It's a point which many have taken exception to over the years, but there does seem to be some truth in it. It's remarkable how much we can all achieve when pushed, so cut down on your workload by slashing the time spent doing it. Gardner reckons that if we really enjoy a task we tend to stretch out the time it takes to complete it and there's a great deal of procrastination in the workplace. "Sometimes we should say: 'that's good enough'. It's not that we should not do good work, but that often we achieve 80 % of the task in 20% of the time we spend doing it. The rest of the time is spent attempting to perfect it, when really we should stick to time limits and complete the task."

4) **Plan for the unexpected.** Sure, you just might be able to pull off two papers and a presentation during midterms week. But what happens if you catch the flu the night you're supposed to be pulling the all-nighter? Expect the unexpected so you don't have to spend more unplanned time trying to fix your mistakes.

5) **Schedule time to relax.** The final rule of time management is the most paradoxical of them all - do nothing. If we work around the clock, we become less productive, creative and prone to making costly mistakes. Everyone needs sleep, some time off and a little time to step back and think about things. Angela Muir, head of leadership and people practice at Ashridge Business School, says all business owners need to take breaks, although the exact amount of time required is a personal decision. "There's no 'one size fits all' approach for holidays, the key things are about autonomy and control," she says. Muir also says that business owners that get too sucked into the world of work can dramatically reduce their effectiveness. A lack of sleep can reduce productivity by as much as 80% and mistakes are bound to follow.

They say: “The bad news is time flies, the good news is you’re the pilot”. We hope, these advice will make student’s life better planned. Success comes to those who can control their time and use it effectively.

Kozhushko K.,
Zakrevskaya A.
Universidad Nacional de Minerìa
Consultora de investigación: A.V. Gavrilova

EL CINE DE ESPAÑA

El cine de España hasta principios de los años 50 era mediocre. A pesar de la impresionante producción (alrededor de 50 películas al año) el cine español no podía ofrecer nada más que motivos folclóricos triviales y propaganda plana. Este fondo gris uniforme primera comedia modesta X. Bardem y L. Berlanga se percibe no sólo como la innovación, sino también como una rebelión. Estas películas ("Esta pareja feliz", 1951; "Bienvenido, Mr. Marshall", 1952) es de hecho designados hito en el desarrollo de los temas y el estilo del cine español.

Directores como una ventana ligeramente abierta a la realidad española: el régimen autoritario de Franco, el préstamo existente sí mismos y Tesha sueños vívidos. Juan Antonio Bardem y Luis García Berlanga se convierten en los más grandes maestros de la primera generación en el cine español, el endeudamiento de las principales razones del neorrealismo italiano. Buscaron no sólo para reflejar la vida social, "de arriba" y "abajo" por el pathos de la exposición de las leyes injustas de orden social, permiten manipular hombre.

Común era también una forma de realización de estas ideas - grotesca, "humor negro", "Esperanto" (un compuesto de la farsa y la tragedia). En un esfuerzo por eludir la censura, los cineastas han desarrollado "lenguaje de Esopo" - un método peculiar de usar metáforas, alusiones, sugerencias. Juan Antonio Bardem creado en su flujo generalizado retrato social de España, pasando a la atmósfera y las condiciones para la formación de la personalidad. Luis Garsia Berlanga, por el contrario, estaba interesado en la psicología del individuo y cuidadosamente diseñado sus personajes. Sin embargo, según los autores, sujetos las "comedias españolas groseras" eran una manifestación de rabia impotente: de dibujos animados se destacó a través de la pantalla cuenta con la realidad de Franco.

Censura Atrapados directores españoles sólo hizo el público influir sus hombros en una risa silenciosa. Al final de los años 50 H.A. Bardem, que describe el estado de la película española, era bastante zhëstok: "Después de sesenta años de cine español es políticamente ineficaz, socialmente falso, enfermos mentales, y rahitichen estéticamente insignificante industrial." Pero a mediados de los años 60, esta crisis fue prëodolën gracias a una nueva generación de cineastas. Creatividad B. Patiño, M. Camus, C. Saura y otros marcan la transición del esquema "realismo negro" a la estética paneuropeos de cine "nueva ola". "El nuevo cine español" ha absorbido la experiencia artística de la vieja generación de directores de los franceses "Nueva Ola" y el movimiento literario "prosa objetiva" que surgió en España en los años 50.

Películas clave de jóvenes directores ha identificado el fortalecimiento del tono anti-totalitaria - una protesta en contra de la influencia destructiva del franquismo y el conformismo político. A diferencia de Bardem y Berlanga representantes "del nuevo cine español" descuidado entretenida trama y géneros masivos. Naturalmente, ellos fueron suprimidos por las películas de censura y no valen la pena. Como resultado, a finales de los años 60 la mayoría de los jóvenes cineastas han ido al cine comercial. Pero los que se quedaron, han dominado los detalles de cinemática simbólico y metafórico, que recrea la atmósfera del provincianismo a humedad en pantalla reinante en el país, la falta de libertad, el abburimiento, el vacío.

Kinobum mediados de los 60 capturados no sólo Madrid. Un fenómeno sorprendente fue la "Escuela de Barcelona" se opuso abiertamente al cine oficial del estado franquista. La tesis principal del "Manifiesto del Cine Independiente" (1967) fue la idea de la libertad de las presiones políticas y burocráticas.

Krasnoshchok I.
Tavria State Agrotechnological University
Scientific supervisor: T.V. Zhukova

THE MAIN PECULIARITIES OF PUBLIC SPEAKING

Fear of public speaking is the most common of all phobias. It's a form of performance anxiety in which a person becomes very concerned that he or she will look visibly anxious, maybe even have a panic attack while speaking. Over time, people try to protect themselves by either avoiding public speaking or by struggling against speech anxiety. In this way, people get tricked into making the fear of public speaking more chronic and disruptive.

Some people do this with avoidance. They choose college coursework in such a way as to avoid public speaking, rather than taking the classes they want. At work, they pass up promotions and assignments which would require speaking. The fear of public speaking may even lead people to choose a career that doesn't call for public speaking, rather than one they want. This is often the case with people who have feared public speaking from a very young age.

Some of the latest study researches on the problem of public speaking are presented in the works of such scholars as Morealle, S. P., Corum, E. E., Moore, M.R.

Developing the confidence and capability to give good presentations, standing up in front of an audience and speaking well are also extremely helpful competencies for self-development and social situations.

In public speaking, as in any form of communication, there are five basic elements often expressed as "who is saying, what, to whom, using what medium, with what effects?" The purpose of public speaking can range from simply transmitting information to motivating people to act, to simply telling a story. Good orators should be able to read their audience and not only engage them, but also be able to read them. The power of a truly great presenter is the ability to change the emotions of their listeners, not just inform them. Public speaking can also be considered a discourse community. Interpersonal communication and public speaking have several components that embrace such things as motivational speaking, leadership or personal development, business, customer service, large group communication, and mass communication. Public speaking can be a powerful tool to use for purposes such as motivation, influence, persuasion, informing, translation etc.

In current times, public speaking for business and commercial events is often done by professionals, with speakers contracted either independently, through representation by a speakers bureau or via other means. Presentations should interest the audience and be useful. Speaker should know material thoroughly and build a presentation right in a logical sequence.

Speech will be captivating for the audience as well as worth their time and attention. Practice and rehearse speech at home or where can be at ease and comfortable, in front of a mirror, family, friends or colleagues. Videotape your presentation and analyze it. Knowledge of strengths and weaknesses is important, as

well as the ability to emphasize the strengths of speech. For a successful presentation is required to adhere to rules which are presented in Table 1.

Table 1.Basic rules for public speaking

Research a topic	It is necessary to stick to the topic and explore it well before the performance
Focus	Help the audience to understand the message, and finally focus on your message. Stories, humour, or other "sidebars" should connect to the core idea.
Employ quotations, facts, and statistics	Don't include these for the sake of including them, but do use them appropriately to complement ideas.
Start strong and close stronger	The body of your presentation should be strong too, but your audience will remember first and last words.
Lead a discussion	Not every speaking opportunity affords time for a discussion, but know how to engage the audience productively.

Maintain sincere eye contact with audience. Use the 3-second method, e.g. look straight into the eyes of a person in the audience for 3 seconds at a time. Have direct eye contact with a number of people in the audience, and every now and then glance at the whole audience while speaking. Use eye contact to make everyone in audience feel involved.

For successful public speaking is necessary to adhere to many rules. But we should not forget that every performance is a huge task, and for that it would be built right and it's necessary to successfully carry out work on both the study of topics and himself because the psychological factor is very important.

Kraynik M.
Vladimir Dahl Lugansk State University
Scientific superviser: L.A. Bekresheva

MASS MEDIA INFLUENCE ON THE YOUTH

Mass media is a channel of propagation used to spread the information among large audience of people. The term came in the 1920's with the advent of nationwide radio networks. Either written, through broadcast, or spoken, mass media is one of the farthest reaching forms of communication and is fast changing the way we see, do, and understand things. Statistics show that there are few things which impact the human mind more than mass media. We plan our day-to-day activities, entertainment, health

care, education, travel arrangements, and current affairs based on the information received through various channels.

It is hard to argue with the fact that mass media has a compelling effect on the human mind; especially on minds which are impressionable. For example, its influence on our children is understandably higher than in adults. Media affects their thinking patterns and their opinions towards various topics and subjects what having both negative and positive influence on the youth.

There is a burgeoning need among the youth to be accepted as a part of a group, to be popular, to have friends and relationships with people of the opposite sex. Experts understand this need, and hence, they come up with advertisements on TV, in newspapers, or on websites. Simply take a glance at the way young people around you dress nowadays, it is probably something they have picked up over the internet or magazines. What they are wearing is what they watch on TV, Internet and what they read in newspaper and magazines without taking into account the peculiarities of their age, body construction etc.

Mass media widely uses the methods of subconscious influence when the relation of the society to these or those phenomena of the world around is formed by means of various methods, which take their root from the news flow, automatically causing in mass consciousness either a negative or positive reaction to a concrete event.

The negative influence of mass media lies in the fact that its task is to create a strong, steady relation to the given phenomenon due to persuasion. Considering the biological nature, a person is subjected to persuasion, an imitation, and infectivity. The essence of the mass media's activity, putting a task to inspire something in the society, is inhumane as people cannot supervise the influence directed on them and, respectively, are powerless before such persuasions.

Another negative impact of mass media is a promotion. For many years, the promotion has fulfilled a large number of ways for manipulating public consciousness, which are really effective and allow influencing the mass in a certain way. One of the negative impacts on consciousness of the youth is a misinformation. At some point, mass media gives information often being a total lie. As a rule, misinformation, moving from different sources and "sinking down in subconsciousness of people", is used at the time of the adoption of an important decision, and when the truth is known, the purpose of misinformation will already be reached. Thus, this method is quite effective. The method of misinformation is frankly "rough" and is infrequently used in modern mass media, unlike the influence connected with associations.

The method of associations assumes a careful selection and a special configuration of the concepts, causing either positive or negative associations, which allow to influence the perception of information ("these political leaders are fighters for independence, prosperity of our country; those leaders are invaders, enslavers of the people" etc.). As the method is based on certain associations, it allows to affect a person easily according to his/her habits and beliefs. Therefore, it leads to the formation of stereotypes. Stereotypes operate effectively all the process of information perception. A person has to perceive the message unconditional and effortless, without an internal fight and a critical analysis. Repetition has served as the main method of fixing the necessary stereotypes in the consciousness of people. The majority of the

researchers show a close connection of stereotypes with a huge influence of the mass media, forming the relation to the world, the behaviour of the acts of their "heroes", created by the press, radio, or television.

Modern art changes and deforms mentality of the children influencing his/her imagination, giving new behaviour's ways and models. False and dangerous values "rush into children's consciousness" from the virtual world full of aggressions, rough and trite behaviour that results in a hyper excitability of the children. Identifying themselves with the creatures, who conduct deviant behaviour, which is not punished on the screen and is not blamed in any way, the children imitate it and acquire its aggressive models of behaviour. Albert Bandura, in 1970, said that one television model could become an imitation subject for millions.

The main danger of the TV is connected with the will and consciousness suppression, similar to the one which is reached by drugs. The American psychologist, A. Mori writes that a long contemplation of the material, tiring the eye-sight, makes a hypnotic catalepsy that is accompanied by weakening of will and attention. With a certain duration of influence, the light flashes, blinking with a certain rhythm, start interacting with the brain alpha rhythms on which the ability of the concentration of the attention depends. They disorganize the brain's rhythmic, and the syndrome of the attention violation with hyperactivity develops.

The flow of the visual and acoustical information, which does not demand concentration and intellectual efforts, is perceived passively. It is transferred to a real life over time, and a child starts perceiving it the same way. It is getting more and more difficult to concentrate over the task performance, make intellectual or strong-willed effort and other things. A child gets used to do only those things which do not demand efforts. A child has difficulties in taking part in the lessons, perceiving educational information. There is no development of nervous links, memories, and associations without an active cerebration.

Certainly, there are also TV programs about animals, classical music, kind animated films and movies, programs about science and culture. Unfortunately, not many families watch them, as an absolutely different format is in fashion.

Nevertheless, mass media has also a positive influence. The reality surrounding people is constantly and laboriously systematized by a brain considering new knowledge and skills, new information and new events every day. People constantly have to collect and process the coming information. Often a young person is not capable to define the value of this information him/herself. Mass media comes to help. Mass media covers various actual public problems, and by that it influences the opinions and behaviour of young people both in the society and in individual area.

KrivenkoD.,
Valigura N.
Universidad Nacional de Mineria
Profesora dirigente: Gavrilova A.V.

LA TOMATINA

El tema de la Tomatina aun no existe en nuestra cultura. Por lo tanto investigarlo es muy interesante. Esta fiesta refleja la cultura de los españoles y su temperamento. Es una de las fiestas muy humanas.

La soleada ciudad mediterránea de Valencia es mundialmente conocida por sus sabrosas y suculentas naranjas. A tan sólo 30 kilómetros se encuentra Buñol, cuyos productos alimenticios gozan de una más que merecida fama. Cada año Buñol celebra La Tomatina, la mayor batalla de verduras del mundo. Situada a 30 kilómetros de la costa mediterránea y bien conectada con Madrid y Valencia a través de autopista y ferrocarril, esta encantadora ciudad entra en erupción en una encarnizada batalla campal de lanzamiento de tomates el último miércoles de cada agosto.

La "batalla" se celebra en el transcurso de una semana en la que tienen lugar diferentes actividades y celebraciones previas que culminan con la monstruosa batalla de tomates que dan fin a las fiestas.

Todo comenzó el último miércoles de agosto del año 1945, cuando unos jóvenes pasaban el rato en la Plaza del Pueblo para presenciar el desfile de gigantes y cabezudos y otros actos de la fiesta. Los chicos decidieron hacerse un hueco dentro de la comitiva de un desfile con músicos, gigantes y cabezudos. El ímpetu de los jóvenes hizo que cayera un participante que, preso de la ira, empezó a golpear todo lo que encontraba a su paso. Por un capricho del destino, allí había un puesto de verduras que fue pasto de la multitud enfurecida: la gente empezó a tirarse tomates de unos a otros hasta que las fuerzas del orden público pusieron fin a aquella batalla vegetal.

Al año siguiente, los jóvenes repitieron el altercado de forma voluntaria y llevaron los tomates de su casa. Aunque la policía disolvió en sucesivos años la reciente tradición, los chicos, sin saber nada, habían hecho historia. La Tomatina fue prohibida a principios de los 50, cosa que no disuadió a sus participantes que llegaron a ser, incluso, detenidos. Pero el pueblo habló y la fiesta volvió a permitirse, uniéndose más participantes y tornándose cada vez más frenética.

El desfile se acompañó con una banda de música que interpretaba marchas fúnebres y su éxito fue total. Finalmente se permitió la Tomatina y se instauró la fiesta de forma oficial.

La fiesta comenzó a ser popular en el resto de España gracias al reportaje de Javier Basilio, emitido en el programa de Televisión Española Informe semanal en 1983. Durante la semana previa a esta batalla épica, los 9.000 habitantes de Buñol ven como su ciudad se duplica en tamaño. Toda una semana de desfiles, fuegos artificiales, comida y fiestas en la calle hacen de esta ciudad el centro de atención en España. La noche antes de la Tomatina, las estrechas calles medievales bajo el campanario de la ciudad empiezan a llenarse con el olor de los tomates. Se encontrarán sartenes gigantes preparando a fuego lento deliciosas paellas en fuego de leña, como ya es tradición,

tratando cada una de ellas de ganar el concurso.

También para aquellos que participen en la Tomatina y les gustaría guardar algunas fotos para la posteridad, recuerden: cualquier persona con una cámara se considerará un objetivo prioritario. ¡Está usted advertido!

Gracias a esta fiesta este pequeño pueblo se conoce por todo el mundo. La fiesta permite sentir un ambiente y diversion continua.

Krivova A.
Vladimir Dahl Lugansk State University
Scientific supervisor: L.A. Bekresheva

ILL-PARENTING AS A PSYCHOLOGICAL PROBLEM

As the first teachers of a child, Parents are the first influence in the life of the child. The attitude, views, goals, perspective on life etc. of the child depends to a larger extent on what he learns from parents. What a child learns in the initial years is known to have a lasting impression on the mind of the child which is why good parenting is an absolute necessity.

However children can make mistakes or show bad mannerisms, so they need correlating of behaviour or even a punishment and "Mommy wars" are unavoidable. But we'd like to speak of children's suffering from continuing punishment from parents. They can be physical violence or verbal abuse for the smallest matters. Many Parents are seen venting out their frustrations at their children too often. Here we can speak of ill-parenting.

Ill parenting is a serious, widespread and multifaceted problem that goes far beyond all the obvious manifestations – the bruises and bones fractures. Physical violence is usually the most notable while a child abuse has many other forms, such as emotional neglect and homelessness, which are not so visible to others, but pay no less profound "scars" to little people. Ignoring the needs of the child, leaving them in a dangerous situation with a high risk of injury or death, the humiliation of the child and the conviction that he/she is a useless burden – these are just some examples of ill-treating the child.

Child abuse happens not only in poor families or poor areas as some people think. This issue is outside the racial, economic or cultural boundaries. There are some families that seem all exemplary, but behind the doors of their homes very ugly things are hidden and no one outside of the family would ever suspect anything wrong. These child victims quite often go unnoticed, untreated, and not helped by other adults.

The criteria for the definition of child abuse it is seen necessary to use three parameters, reflecting both external and internal characteristics of family upbringing process:

- Firstly, parental punishment as the educational impact to the child.
- Secondly, the priority of punishment in educational practice of the family.
- Thirdly, the personal characteristics of the child, hindering their social adaptation, as a result of ill-parenting.

Why do parents beat their children?

1. This method has long been used in their previous generations of parents. Being children, parents themselves were subjected to physical punishment.

2. Parents are not aware of the effects of physical punishment on a child's development, while it leaves deep scars in the psyche of the child and affect his behavior and personality.

3. A child is considered to be the property of the parents. The child is not treated as an individual. Therefore, some parents feel entitled to show aggression towards the child: "I gave the birth to you, I'll kill you."

4. Adult people are unable to control their own behavior.

5. Busy schedule, domestic problems, financial troubles, concern for the future, etc. cause tension, which some parents direct towards their children.

Usually physical punishment is followed by other forms of aggression – intimidation, threats, verbal abuse, rejection, etc. All this increases suffering of the child. Emotional aggression hurts no less than physical punishment. As a result children, especially teenagers, can abuse parents: ignore their requests, damage the property, steal money, swear, belittle parents in public, use alcohol/drugs etc.

The normal development of children dictates that they should begin to individuate and differentiate as they grow, meaning that children must blossom into their unique selves. For such normal development a child requires physical contact with the parent like hugs, kisses or other signs of affection. If you are yelling at your child, calling bad names or telling that he or she is no good, you are passing the wrong message to the child. Many kids lose self-esteem, or develop bad habits, or feel inhibited for the rest of their lives developing inferiority complex.

"There are a lot of different ways to raise kids, and there's not one formula that works for every kid," Amy Bohnert told. The basics, she said, are to foster a secure, warm attachment with your child so they know their needs will be met and they have a place to go for comfort.

Parenting is a continuous job and the children rely on parents for the same. So make it a point to take time out for children, teach them the correct mannerisms and correct them when they do wrong. When parents neglect the set rules and boundaries for children it is only natural for the kids to become brats or display unacceptable behaviour. So it is your choice if you want to be a good and positive role model for the child or be a bad parent.

Kruchenko K.
Nationale Bergbauuniversität der Ukraine
Sprachliche Beratung: I.L. Kabachenko

PSYCHOLOGISCHE WEGE ZUM GLÜCK

Mehr Erfolg, mehr Geld, mehr Freunde. Alles Wünsche, um dem eigentlichen Lebensziel näherzukommen: dem Glück. Eine wahre Glückssucht. Über das Gefühl aller Gefühle zerbrechen sich schon seit über 2000 Jahren Philosophen und Wissenschaftler den Kopf.

In jeder Kultur und zu jeder Zeit beschäftigten sich Menschen mit den Fragen, was Glück ist und wie man es erreichen kann. Früher waren das vor allem Philosophen. So sah der Chinese Lao Tse (6. Jahrhundert vor Christus) das wahre Glück in der Untätigkeit. Für die griechischen Philosophen Sokrates, Platon und Aristoteles (5./4. Jahrhundert vor Christus) führte eine tugendhafte Lebensweise zum Glück. Glückseligkeit war in ihren Augen das Ziel, auf das alles Handeln ausgerichtet sein soll- so war die Überzeugung Platons. Ganz anders dachte Epikur (4. Jahrhundert vor Christus). Für ihn war Glück das Erleben von Lust und die Abwesenheit von Schmerz.

Heute hat die Suche nach dem Glück das Haus der Philosophen verlassen. Soziologen wollen herausfinden, wo die glücklichsten Menschen leben. Der Niederländer Ruut Veenhoven hat die weltgrößte Glücksdatenbank gegründet, in der internationale Publikationen zum Thema analysiert werden.

Unter den Bewohnern von 97 Ländern sind demnach die Dänen am glücklichsten, es folgen die Schweizer und Isländer. Diese Länder haben eine lange demokratische Tradition und geben ihren Bürgern ein hohes Maß an Mitbestimmung, sie haben eine zuverlässige Regierung und es herrscht materieller Wohlstand.

Psychologen kehren der traditionellen Erforschung negativer Gefühle den Rücken zu und beschäftigen sich mit dem Positiven. Die wichtigste, noch relativ junge Forschungsrichtung ist die Positive Psychologie. Dort wird untersucht, wie positive Emotionen entstehen, wie diese den Charakter formen und welche Rahmenbedingungen in der Gesellschaft positive Charakterzüge unterstützen.

Auch die Politik entdeckte das Glück. So forderte David Cameron das Bruttoinlandsprodukt durch einen Indikator für das allgemeine „ Wohlbefinden“ zu ersetzen.

Was passiert eigentlich im Gehirn, wenn wir uns glücklich fühlen? Bereits Ende der 1950er Jahre fand James Olds, Psychologe an der University of Michigan, heraus, dass Ratten die elektrische Stimulation eines bestimmten Gehirnareals mögen. Olds hatte das Lustzentrum im Gehirn entdeckt, eine Ansammlung von Neuronen im Mittelhirn.

Manche Menschen scheinen immer gut drauf und zufrieden zu sein. Der Psychologe David Lykken untersuchte das Glücksempfinden von Zwillingen. Ergebnis: Die Antworten beider Gruppen unterschieden sich kaum. Daraus schloss Lykken, dass Wohlbefinden und Glück mindestens zur Hälfte von den Genen beeinflusst werden. Der Neuropsychologe Richard Davidson untersuchte Babys und stellte fest, dass bei manchen die linke Gehirnhälfte aktiver ist als die rechte. Optimistische Typen hatten einen aktiveren linken Frontalcortex als unglücklichere Naturen.

Sobald die Grundbedürfnisse befriedigt sind, flacht die Glückskurve ab, je mehr man verdient. Menschen, für die Luxus und Reichtum besonders wichtig sind, sind sogar eher unglücklich. Denn "Materialisten" sind seltener mit Freunden zusammen. Das macht nicht glücklich, sondern einsam.

Freunde machen glücklich und verhelfen sogar zu einem längeren und gesünderen Leben. Denn einsame Menschen stehen unter Stress, alleine mit allen Schwierigkeiten im Leben klarkommen zu müssen. Stresshormone wie Cortisol können die Wirkung des Immunsystems dämpfen.

Frisch verliebte Menschen sind- besonders glücklich. Bei ihnen sind fast die gleichen Gehirnschaltungen aktiv wie bei Drogensüchtigen.

Weitere spannende Erkenntnisse aus der Glückforschung: verheiratete sind im schnitt glücklicher und gesünder als Ledige. Und beim Sport macht Paartanzen besonders glücklich, da durch die Bewegung und Körperkontakt.

"Auf die Dauer nimmt die Seele die Farbe der Gedanken an", sagte der römische Kaiser Marc Aurel. Das stimmt auch, wenn es ums Glück geht. Wer die Welt mit positiven Augen sieht, sich häufiger das Schöne im Leben bewusst macht, ist glücklicher. Aber auch Menschen, die eher griesgrämig durchs Leben gehen, können lernen, ihr Gehirn auf "Glück" umzuprogrammieren.

Kuralenko M.A.,
Myasnikova A.I.,
Puchkova A.I.
Universidad Nacional de Minería
Consultora de investigación: A.V. Gavrilova

EL CARNAVAL EN ESPAÑA

Quisieramos contar sobre el carnaval porque este es el acontecimiento muy interesante, brillante e inolvidable. Nosotros como somos los ucranianos no tenemos carnavales como la fiesta aunque hay otras tradiciones interesantes. Y el carnaval es la tradición de España y América Latina mas conocida por todos.

El carnaval en Espana es una fiesta llena de diversión en muchos lugares . En estos días , los últimos antes de que llegue la Cuaresma, que es el periodo previo a la Semana Santa, casi todo está permitido. El desenfreno, el humor, las parodias y el júbilo invaden las calles de las ciudades y pueblos de España. Por su originalidad, belleza y espectacularidad, no se pierda los carnavales de Cádiz, en Andalucía, y los de Santa Cruz de Tenerife, en las Islas Canarias, cuya fama mundial es bien merecida. Éstos y el Carnaval de Águilas, en la Región de Murcia, están declarados de Interés Turístico Internacional.

El Carnaval es la más conocida de las fiestas primaverales en España. Respecto a la denominación misma no hay una opinión única.

Algunos afirman que está relacionada con la nave (carrus navalis), en muchos poblados de España en el clímax de esta fiesta llevaban por las calles un bote o una maqueta de nave.

Otros hacen hincapié en la existencia en el nombre de la palabra carne y vinculan el término con el carácter profano de la fiesta y el abundante consumo de este producto en la comida.

El momento de realización del carnaval se determina de acuerdo a la fecha de las pascuas. El carnaval transcurre en las vísperas de la posta, habitualmente a fines de febrero (aunque son conocidos casos de festejo en otros períodos).

Anteriormente, era frecuente personificar el carnaval con la imagen de un gran muñeco: don Carnaval o doña Carnalia.

Era la representación de un enorme individuo, amante de la comida, el vino y las mujeres; y este enorme muñeco con sus cualidades masculinas hipertrofiadas, era arrastrado durante varios días por los pueblos, de casa en casa, acompañado por un cortejo numeroso y ruidoso. Y, al final de la fiesta, luego del juicio a don Carnaval, era solemnemente quemado.

En el norte del país son populares las máscaras de animales. Los jóvenes además frecuentemente se echan encima cueros de vaca, oveja y otro animal. A menudo aparece el "saldico".

Uno de los jóvenes se fija sobre la cintura un marco de madera, con una cola de caballo colgando por detrás, por delante sobre el marco se asegura la imagen de un hocico de caballo, y todo esto es cubierto por un velo o un paño.

Habitualmente el carnaval transcurre a lo largo de tres días y todo este tiempo la fiesta es acompañada con baile, alegría, bromas, sorteos y mistificaciones.

En la historia de España ha habido períodos de dictadura en los que el carnaval ha sido prohibido por el poder.

Sin embargo, la tradición sigue viva, y tradicionalmente los mejores carnavales se consideran los realizados en Cádiz, en el sur del país y Santa Cruz de Tenerife, en las islas Canarias.

Los españoles aman a su carnaval. Durante esta fiesta ellos pueden ser libres de todas las reglas y formulas del comportamiento , pueden hacer y hablar sobre todo lo que les da gana.

Kuzmenko G.,
Sdobnikova V.,
Vodolazska J.
Universidad Nacional de Minería
Profesora dirigente : A.V Gavrilova

TOP 10 DE LOS PARQUES NATURALES DE ESPANA

Espana tiene un total de 15 parques nacionales. Unos son de Montana,otros maritimos,varios volcanicos. Los hay declarados como el Patrimonio de la Humanidad por la UNESCO,y nobrados zona de especial proteccion par alas aves.Aqui van los 10 mojores parques naturales de Espana.

1.Parque Nacional del Teide, Canarias

El Parque Nacional del Teide es a la vez el más alto y visitado de España. Ha sido sala de espera para contactos extraterrestres que o nunca se produjeron o nadie ha podido probar; y resulta estar hermanado con el Parque Nacional Rapa Nui de la Isla de Pascua. No obstante, quien tenga la suerte de visitar las Islas Canarias que sepa. Timanfaya, Garajonay y Caldera de Taburiente también hicieron méritos más que suficientes para ostentar semejante denominación. Todos y cada uno de ellos bien merecen una visita.

2.Parque Nacional de Picos de Europa,Asturias,Cantabria y Castilla y Leon

Asturias, Cantabria y Castilla y León son provincias que comparten desde 1918 el titulo de tener el primer parque nacional de España. Este hábitat de osos pardos y

urogallos sigue siendo uno de los puntos más visitados de la cordillera cantábrica, y el segundo parque nacional en visitas. Más de un 1.800.000 personas se animan a perseguir sus cumbres cada año a lo largo y ancho de sus 64.000 mil hectáreas, según los datos del Ministerio de Agricultura, Alimentación y Medio Ambiente de España.

3.Parque Nacional de Monfragüe, Extremadura

Paraíso para los amantes de la ornitología, el tesoro mejor guardado de la provincia de Cáceres. Hasta el Robe hizo mención en una de sus letras de sus majestuosos buitres negros. En estos momentos, casi 300 parejas de buitre negro conviven allí con unas 12 de águila imperial, 30 de cigüeña negra, y 35 de alimoche. Y en sus riveras corren culebras, lagartos, ranitas y tritones. En total, más de 200 especies vertebradas campan a sus anchas por este hermoso lugar de Extremadura.

4. Parque Nacional de la Sierra de Guadarrama, Madrid y Castilla y León

El cuarto parque nacional más grande de España se encuentra entre Madrid y Segovia. Once ecosistemas diferentes conviven en el Parque Nacional de la Sierra de Guadarrama, un paraje que cuenta con más de 1.500 plantas autóctonas repartidas en 33.000 hectáreas. Por sus terrenos corren ciervos, jabalís, gamos, tejones y grandes rapaces como el águila imperial.

5.Parque Nacional del Archipiélago de Cabrera, Islas Baleares

Aunque Canarias sea el archipiélago español con más parques naturales, las Islas Baleares también tienen sus espacios protegidos. El valor del Parque Nacional del Archipiélago de Cabrera radica en su virginidad, prácticamente absoluta debido a su relativo aislamiento del resto de islas y el continente. Sus fondos marinos son una delicia que muchos buzos sueñan con contemplar.

6. Parque Nacional de Ordesa y Monte Perdido, Aragón

Bosques de coníferas, glaciarismo y paisajes cársticos son algunos de los elementos que llegan buscando los amantes de la naturaleza a esta zona de los Pirineos. El Parque Nacional de Ordesa y Monte Perdido tienediferentes titulos: Patrimonio de la Humanidad, Reserva de la Biosfera, Zona de especial protección para las aves (ZEPA), Diploma Europeo. Sus 15.608 hectáreas de impresionantes paisajes los merecen justamente.

7.Parque Nacional de Aigüestortes y Estany de Sant Maurici, Cataluña

Si te pareció hermoso Ordesa y Monte Perdido, espera a ver el Parque Nacional de Aigüestortes i Estany de Sant Maurici. Ni los pitos negros ni los armiños le ayudan a uno a recuperar el habla porque, una vez aquí, da igual donde mire: la vista deja si palabras.

8.Parque Nacional de las Tablas de Daimiel, Castilla-La Mancha

El Parque Nacional de las Tablas de Daimiel es uno de los últimos exponentes del ecosistema de tablas fluviales. En sus 3.000 hectáreas nadan nutrias, pollas de agua, ánades, porrones y martines pescadores, entre otros muchos animalillos.

9. Parque Nacional de las Islas Atlánticas de Galicia, Galicia

Las Islas Atlánticas de Galicia está formado por dos archipiélagos y dos islas. A los conjuntos de Cíes y Ons, se suman las islas de Sálvora yCortegada. El conjunto cuenta con una extensión de unas 8.000 hectáreas (1.194 terrestres y 7.285 marítimas) en las que se puede encontrar más de 200 especies de algas, curiosos corales y gaviotas sombrías.

10. Parque Nacional de Doñana, Andalucía

El Parque Nacional de Doñana es un gran humedal de marismas y dunas que comparten las provincias deHuelva y Sevilla. Sirve de hogar a especies amenazadas como el calamón, la focha y el lince ibérico.Es un lugar del famoso flamenco rosado y dunas.

Asi que ,como ven, los parques nacionales es de verdad el tesoro que posee Espana.

Lachmastowa K.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

DIE HÄUFIGSTEN VORURTEILE ZUM THEMA KOMMUNIKATION

Vorurteile zwischen Männern und Frauen gibt es viele – vor allem in der Kommunikation. Immer wieder kommt es deshalb zu Konflikten und Missverständnissen, im Berufs- wie im Privatleben. Doch welche Vorurteile stimmen wirklich?
Es wurden die häufigsten Voturteile zusammengetragen und überprüft.

1. Männer sind überzeugender – stimmt nicht

Laut einer amerikanischen Studie werden Menschen mit tiefen Bass-Stimmen eher Führungskraft als Menschen mit hohen Stimmlagen. Männer sind also überzeugendere Führungskräfte. Zugegeben, eine tiefe, satte Stimme ist toll! Aber die Ton-Tiefe entscheidet nicht über die Karriere – sondern: wie entspannt klingt eine Stimme? Ent- und nicht angespannte Stimmen kennzeichnen gute Führungskräfte. Männer wie Frauen.

2. Frauen sind multitaskingfähig – stimmt nicht

Telefonieren, nebenbei E-Mail schreiben und noch Kaffee kochen – mehrere Dinge gleichzeitig erledigen zu können gilt als Talent der Frauen. Weit gefehlt! So gut wie niemand kann bewusst mehrere Dinge parallel ausführen. Weder Männer noch Frauen. Allerdings sind Frauen in einem top: Eine Sache bewusst erledigen und viele Dinge parallel auf Autopilot.

3. Frauen reden mehr als Männer – stimmt nicht

Männer reden durchschnittlich 7.000 Worte. Frauen an die 20.000 – so die bisherige Theorie. Aktuelle Studien beweisen aber: Männer und Frauen reden gleichviel, und zwar 16.000 Wörter am Tag. Sie reden allerdings in unterschiedlichen Momenten und zu unterschiedlichen Themen: Frauen gerne privat über Gefühle und persönliche Probleme, Männer hingegen im Beruf, wenn es um Status und Karriere geht.

4. Männer sind klarer als Frauen – stimmt nicht

Männer lieben Zahlen, Daten, Fakten – und klare Ansagen. Sie halten sich meist widerstandslos an Hierarchien und Regeln, während die meisten Frauen Regeln hinterfragen; ihnen ist wichtig, den Sinn zu verstehen. Aber sind Männer klarer, nur weil sie Regeln lieben? Nein. Sie wählen häufig nur wenige Worte, um etwas zu erklären, was nicht heißt, dass Mitarbeiter, Kollegen oder Freunde dies sofort verstehen.

5. Männer gehen Konflikten aus dem Weg – stimmt

Männer mögen keine Konflikte und anstatt über Probleme zu reden, treten sie bildlich gesprochen die Flucht in ihre Höhle an. Sie gönnen sich lieber eine Pause als sich dem Problem zu stellen und hoffen. In der Zwischenzeit hat sich alles von alleine erledigt. Weshalb? Männer fühlen sich unwohl in Situationen, die wenig Struktur und Regeln haben. Auch Männer brauchen Sicherheit.

6. Männer wollen Status, Frauen Harmonie – stimmt.

Was ist für Männer wichtig? Respekt und Anerkennung – das schaffen sie mit einem höheren Einkommen, einem schnittigen Auto, einer Luxusuhr usw. Frauen möchten sich wohl fühlen, ihnen ist Nähe, Wertschätzung, Verbundenheit wichtig.

Lachmostova A.,
Nelga E.,
Salchenko A.
Universidad Nacional de Mineria, Dnipropetrovsk
Profesora dirigente: A.V. Gavrilova

FIESTAS DE ESPAÑA

La cultura española tiene sus raíces en las influencias que los diferentes pueblos han dejado tras su paso por la península a lo largo de los siglos. Además la historia, el relieve montañoso y los mares que la circundan han contribuido significativamente en la formación de la cultura actual.

Aunque hay un patrimonio cultural común a todos los españoles, la marcada singularidad de sus regiones ha dado lugar a diversas manifestaciones culturales a lo largo de su geografía. Esas manifestaciones han tenido reflejo en todos los campos: el arte, las tradiciones, la literatura, las lenguas y dialectos, la música, la gastronomía, etc.

La diversidad cultural del país propicia que las manifestaciones festivas sean muy distintas en todo el territorio y que, sin embargo, convivan con celebraciones comunes en todo el país. Aunque el artículo 16.3 de la Constitución española vigente define el país como un estado aconfesional, la mayoría de fiestas populares y las tradiciones españolas tienen un origen inequívocamente religioso, que se plasma en todas las expresiones del folclore, donde se combina el fervor religioso con diversos actos paganos y lúdicos.

En España el año se inicia con las tradicionales campanadas de la Puerta del Sol en Madrid, donde miles de personas se reúnen para celebrar la entrada del año nuevo, acompañando cada campanada con un grano de uva. Pero si hay una celebración con tradición en España esa es la Semana Santa. Esta fiesta se celebra a finales de marzo o en abril (según la primera luna llena tras el equinocio de primavera) y rememora, mediante procesiones, la pasión, muerte y resurrección de Jesucristo. En total 15 de estas celebraciones están consideradas de Interés Turistico Internacional (5 en Castilla y León, 3 en Andalucía, 3 en la Región de Murcia, 2 en Castilla-La Mancha, 1 en la Comunidad Valenciana y 1 en Extremadura).

Por otra parte, el mayor número de fiestas se celebran durante los meses estivales, desde junio hasta septiembre, según la zona del país. En gran parte de la geografía española también se celebran distintas fiestas a finales del verano (finales de

agosto y principios de septiembre) por la tradición histórica de hacerlas coincidir con la recolección de las cosechas (especialmente la vendimia). Además, cada zona del país tiene sus fiestas específicas.

Entre otras, destacan los Sanfermines, en Pamplona; Sant Jordi y la Mercé en Barcelona; las Fallas, en la Comunidad Valenciana; la Fiesta de la Reconquista, en Granada; la Feria de Abril, en Sevilla; o las Fiestas de San Isidro y la Verbena de La Paloma, en Madrid, son tan sólo unos ejemplos de las miles de celebraciones que se distribuyen por toda la geografía española a lo largo de todo el año.

Así, España es muy rica en varios fiestas. Cada fiesta a su manera es muy importante. Es muy claramente demuestra la cultura de España y de los españoles. Los españoles aman y saben cómo relajarse. En España, un día de fiesta es un estilo de vida, y obligatoria para todos.

Lahmastova E.,
Ovchinnikova D.,
Yakubina S.
Universidad Nacional de Mineria
Profesora dirigente: Reyes Aguilar, escuela de idiomas "YES", Sevilla

FLAMENCO

Quisieramos hablar sobre el flamenco porque esta canción y este baile nos da una posibilidad más de acercarme al arte español. Flamenco es el baile tradicional español. El nace a mediados del siglo XVIII en Andalucía. Pero sus raíces se remontan a épocas más antiguas. Este arte tiene elementos dancísticos y musicales que ya existían en las diferentes culturas que aportaron a su nacimiento. Es confluencia del acompañamiento musical, canto y baile. El estilo presenta más de 50 variedades. . En la música, el Cante y la Guitarra ocupan el papel fundamental, aunque existen otros instrumentos (como la percusión) y acompañamientos (como las palmas) que generalmente están presentes y juegan un papel muy importante.

El Baile es muy expresivo y cada parte del cuerpo ha de moverse de forma coordinada: Los pies, las piernas, las caderas, el talle, los brazos, las manos, los dedos, los hombros, la cabeza...

Flamenco Jondo, un estilo serio que expresa sentimientos profundos y con frecuencia trágicos. Aquí se tratan temas como el amor, el desengaño o la pena, y se baila con una expresión muy profunda e intimista. Es por ello que es el más difícil de comprender para aquellos que no están iniciados en el flamenco, y se representa más frecuentemente en círculos de expertos o en salas de teatro o concierto.

Flamenco Festero es un arte más alegre. Como la misma palabra lo dice, se interpreta en las fiestas y celebraciones en Andalucía. Los temas tratados son alegres, ya sean sobre el amor y los sentimientos, ya sean evocando lugares, fiestas escenarios flamencos, o incluso a veces cómicos.

El atributo importante de la joven en el baile es el vestido, quése llama "bata de cola". A menudo es multicolor, casi hasta talons y con volantes. El atributo más importante del varón, es el pantaloon oscuro cinturón ancho, camisa blansa con las

mangas anchas, chaleco corto-bolero. También él elemento muy importante de la imagen de la bailadora, es chal con borlas, que cuelga de los hombros o se enrolla en torno del talle subrayando la cintura de la mujer. Hay un atributo clásico del flamenco más. Es el abamico grande. En la danza a menudo evitan el uso de las castañuelas, que subrayan la finura de las manos. En España hay muchos artistas de flamenco, tales como Ramón Mantaya, el Mayor o Mario Maya. El flamenco ds un excepcionalefecto psicológico: seguridad en si mismo, en sus fuerzas.

El flamenco es un arte que expresa sentimientos profundos. Nace como una expresión de los grupos marginados. Estos grupos usaron este arte para expresar sus vivencias emocionales.

El dolor, la soledad, la angustia, la desesperación, el amor, el desamor, la pasión y la alegría son temas centrales en el flamenco. Incluso, algunos palos flamencos llevan nombres de sentimientos, como la soleá y la alegría.Pero no importa el sentimiento que exprese cada baile o cada palo flamenco, siempre hay un elemento emotivo común en todos. En el flamenco, ya sea en el baile o en el cante, siempre existe una catarsis que culmina en la transformación de un sentimiento doloroso o profundo en uno más liviano o alegre.

Lazebnyk R.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

FUTBOL EN ESPAÑA

En la encuesta sobre hábitos deportivos de la población española realizada por el Centro de Investigaciones Sociológicas en 2010, el fútbol continuaba siendo el segundo deporte recreativo más popular practicado por la. Los datos de esta encuesta confirmaron la impresión generalizada de que la mayoría de la población española era simpatizante del Real Madrid (37,9%) o del FC Barcelona (25,4%).

Liga española de fútbol. Se disputa anualmente desde 1929 y está considerada la principal competición futbolística de España. El torneo está integrado por un sistema piramidal de ligas interconnectadas entre sí, cuya máxima categoría es la Primera División. Por debajo de esta quedan la Segunda División, Segunda División.

Históricamente, los equipos de los clubes españoles siempre han tenido un papel destacado en las competiciones internacionales de clubes. Los más laureados en las competiciones internacionales son el FC Barcelona (19 títulos) y el Real Madrid (18 títulos).

El Real Madrid es el club que más veces ha ganado la máxima competición continental, la Liga de Campeones de la UEFA (10 títulos).

El FC Barcelona es el club que más veces ha ganado la Supercopa de Europa de la UEFA (5 títulos, récord compartido con AC Milan).

El Sevilla Fútbol Club es el club que más veces ha ganado la UEFA Europa League (4 títulos). Desde el verano de 2015, el futbolista ucraniano Konoplyanka empezo a jugen en este club español Sevilla.

En total, los clubes de fútbol españoles han ganado 63 títulos internacionales.

Para la mayoría de los españoles aficionados el sentido de la vida es el fútbol, por lo que la Furia Roja, probablemente, uno de los equipos más fuertes del mundo. Los españoles aficionados están esperando el fin de semana para ir rápidamente a los partidos de sus clubes favoritos.

Liashenko A.
Tavria State Agrotechnological University
Scientific supervisor : O.O. Kravets

ORIGIN OF MARKETING PROFESSIONAL TERM *COPYWRITING* IN ENGLISH

In the modern world meaningfulness of English language is impossible to underestimate because it is an international language of business communication. It has played a great role in the development of marketing theory which arose in the USA in the second half of XIX century.

One of the famous marketing researchers is Fillip Kotler. In his book *Marketing Essentials* he expounded all essence of this profession in details. He asserts that marketing is the type of human activity, directed on satisfaction of needs and wants as an exchange.

70% of terms in marketing linguistic terminology were adopted from English and its American variant. Nowadays the term *copywriting* is coming into use. Copywriting existed long before a word «copywriting» appeared. Its prototype can be found even in antiquity. The word *copywriting* has English origin a– Copy + Writing. It is considered that a concept *copywriting* arose in America in 80th; in addition, the position of copywriter appeared first right here, he was a specialist in slogans writing. Similar position was widespread in advertisings agencies.

Thus John E. Kennedy is considered to be the first copywriter whom one of the well-known determinations of advertising concept belongs to, as 'sales in a printing form'. It is necessary to remember other known copywriters such as David Ogilvy, Robert Bly etc. Besides, the first formulas of ideal advertising text creation began to appear in XIX century.

Isaac Newton said: 'If I have seen further, it is by standing on the shoulders of giants. The metaphor of dwarfs standing on the shoulders of giants (Latin: nanos gigantum humeris insidentes) expresses the meaning of "discovering truth by building on previous discoveries'(Wikipedia). He kept in mind all previous great naturalists. The own «giants» were in copywriting too. All of them worked in the first half of the last century. They were John E. Power) (1837-1919), Claude C. Hopkins (1866-1932), James Webb Young (1886-1973). The most important book belongs to Claude C. Hopkins *Scientific advertising* (1923).

Newspapers with first advertisings appeared with the growth of literacy. In 1917 the American association of advertisings agencies was created.

The standards of Association convincingly claim that the advertising agencies of that time were the marketing agencies, put the economic efficiency of advertising on

the first place. And first copywriters were keen-witted marketing specialists. The copywriter David Ogilvy got Volney B. *Palmer's* prize on marketing.

In 20 century a lot of famous copywriters appeared.

The task of advertisers is to promote their commodity to the great amount of target audiences. And the copywriting product originally settled on the publicity signboards of medieval businessmen, then got to the newspapers, glossy magazines and now presents everywhere starting from printing publicity products and television to internet-shops. It is inalienable part of modern mass-media informative space. The internet has changed the world. It goes without saying. And new possibilities were also opened for copywriters with unlimited access to the network.

Summarizing all above mentioned it is possible to say that a term *copywriting*, comes from English, is the important element of marketing and advertising for creation of ideal advertising text.

Libinson M.,
Piniushko Z.,
Serduchenko V.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

ANTONI GAUDÍ

¿Has visto alguna vez el universo arquitectónico de Antonio Gaudí, el enigma catalán que vino a dejar huella en Barcelona, dándole su personalidad actual? ¿Quién puede decir que ha estado en Barcelona si no ha visitado la Sagrada Familia, el Parque Güell, la Casa Milá o la Casa Batlló? Uno se queda asombrado por su extraña originalidad. Gaudí dijo una vez: "Originalidad es la vuelta a los orígenes"… Así que vamos a volver a los orígenes de este fenómeno.

Antoni Gaudí i Cornet fue un arquitecto catalán que ha sido reconocido internacionalmente como uno de los expertos más prodigiosos de su disciplina, además de uno de los máximos exponentes del modernismo. Su genialidad excepcionalmente rompedora fue artífice de un lenguaje arquitectónico único, personal e incomparable difícil de etiquetar.

Nacido en el seno de una familia de caldereros, se trasladó a Barcelona para estudiar arquitectura, disciplina en la que se graduó en 1878. En 1883 fue nombrado arquitecto del templo expiatorio de la Sagrada Familia, la obra que ocupó toda su vida y que se considera su principal realización artística, a pesar de que quedó inconclusa y sin un proyecto bien definido. En los primeros años, se ocupó de la construcción de la cripta (1883-1891) y el ábside (1891-1893) y compaginó su trabajo en el templo con diversos encargos civiles, como la villa denominada El Capricho, en Comillas, o la casa Vicens, en Gracia, para Manuel Vicens.

Bastan estas obras de la primera época para individualizar algunas de las constantes de la arquitectura gaudiniana, desde su peculiar recreación del gótico hasta su predilección por las formas curvas y dinámicas, la aplicación a la arquitectura de técnicas de decoración artesanas (vidrieras, hierro forjado, muebles diseñados por él

mismo) y su singular empleo de los mosaicos de fragmentos de cerámica de vivos colores.

En 1891 abordó la fachada del Nacimiento de la Sagrada Familia, de cuyas cuatro torres sólo se había construido una a la muerte del arquitecto, la que dio la pauta para el bosque de torres en que debía convertirse el templo. Poco después de 1892, los Fernández y Andrés le encargaron una casa en León, conocida como Casa de los Botines, y por las mismas fechas realizó un proyecto de misión para Tánger que no se llevó a cabo. En lo sucesivo, sus principales encargos fueron inmuebles de pisos, como la casa Calvet, la casa Batlló y la casa Milà, más conocida como La Pedrera y culminación en cierto modo del genio de Gaudí por la singular concepción de su fachada ondulada de piedra y hierro forjado y por el conjunto de chimeneas helicoidales de la azotea.

Su mentor, Eusebio Güell, le confió dos encargos de gran envergadura: una colonia obrera en Santa Coloma de Cervelló, de la que sólo se completó la iglesia, sorprendentemente integrada en el paisaje, y una ciudad-jardín, que también quedó inconclusa y es en la actualidad un parque público (el parque Güell), que integra los distintos pabellones realizados por el arquitecto, así como un espacio columnado (que según el proyecto original debía destinarse al mercado) y la plaza, con un original banco corrido de azulejería.

En el año 1926, cuando murió atropellado por un tranvía, Gaudí era un arquitecto reconocido por sus coetáneos dentro y fuera de las fronteras españolas, pero su singular genio innovador y creativo no fue aceptado universalmente hasta bastantes décadas más tarde. En la actualidad, su figura es internacionalmente reconocida y su obra se cuenta entre las más admiradas de la arquitectura de todos los tiempos.

Gaudí fue un arquitecto con un sentido innato de la geometría y el volumen, así como una gran capacidad imaginativa que le permitía proyectar mentalmente la mayoría de sus obras antes de pasarlas a planos, por ello se le considera el máximo exponente de la Arquitectura modernista catalana.

El trabajo de Gaudí es admirado por arquitectos a lo largo del mundo por ser un estilo de lo más único y diferenciador. Su trabajo ha influenciado enormemente la Arquitectura de Barcelona y verás la obra de Gaudí por toda la ciudad.

Liebiedieva I.
Tavria State Agrotechnological University
Scientific supervisor: O.O. Kravets

THE IMPORTANCE OF ENGLISH IN MODERN WORLD AND IN INTERNATIONAL PROFESSIONAL COMMUNICATION

The modern world is changing so fast that those who do not keep up with the demands that it imposes, are on the side of life. In difficult times, the person is obliged to mobilize all their knowledge, skills and come out as a winner in a crisis! And knowledge of foreign languages is another tool of survival. Knowledge of foreign language today is no longer simply an asset - it has become a necessity.

The English language has become a means of international communication. The language of economics serves many purposes. It provides the members of an economic community, such as customers, investors or bankers, with the tools needed to discuss various business issues. What is more, this sublanguage is not only used by specialists who belong to a restricted and linguistically homogeneous group, since we all take part in economic relations in direct and indirect ways. Shortly speaking, the language of economics is closely related to the use of general language.

Economic English can't be allocated as a separate species, because it's just a set of specific economic terms and vocabulary used by specialists or people who want to talk on this subject. But, nevertheless, the world economy is closely linked with the English language due to the fact that a huge number of well-known works on the economic theme were written in English.

The explosive growth of the economy in English-speaking countries promoted that the latest inventions in this field is spread around the world from Europe and America. This facilitated to the old spread of English words on economic issues in other languages. Virtually all financial terms, come to us from the English-speaking countries, do not change. Let's take for an example the area of finance. Here, the every second term English is from English language. For example: agent, auction, audit, balance, bank, etc.

All of the advanced areas such as marketing, investment, finance, and accounting are unthinkable without the influence of words borrowed from English. Simply turn on the financial news on any TV channel and without a basic knowledge of English the lion's share of used words will remain a mystery for you.

We would like to mention one more sphere, which could be not have been developed and disseminated without the English language – this is marketing. Look, even the English word «marketing» unchanged passed into our language. Marketing and advertising go hand in hand with the English language. Promotion of goods and services from producers to consumers is unthinkable without the English language. It is just a huge number of potential solvent customers live in the developed countries. And it is in mostly European countries such as USA, UK, Canada, and Australia.

Language has a powerful influence over people and their behaviour. This is especially true in the fields of marketing and advertising. The choice of language to convey specific messages with the intention of influencing people is vitally important.

Visual content and design in advertising have a very great impact on the consumer, but it is the language that helps people to identify a product and remember it. The English language is known for its extensive vocabulary. Where many other languages have only one or two words which carry a particular meaning, English may have five or six.

But English is not only international professional communication language, it's enters into our lives, whether we like it or not. English is the language of business, diplomacy, international relations, science, medicine, business and commerce.

English is necessary for popular profession, to improve of the social status, self-esteem and many more aspects. English has become the international language. English is the language of technology, especially high, such as computing, genetics, and medicine.

In modern world knowledge of foreign language is the norm for active and purposeful people. If you are fluent in a foreign language, it greatly increases your chances in life. Knowledge of one or several foreign languages is the key to a successful career, effective communication and a pleasant stay. Foreign language in our time is not undue luxury, but rather an absolute necessity.

Lishofa A.
Vladimir Dahl Lugansk State University
Scientific supervisor: N.Yu. Shchegolkova

YOUTH UNEMPLOYMENT IN UKRAINE : THE CURRENT SITUATION AND PROSPECTIVE SOLUTIONS OF THE PROBLEM

Unemployment is a social and economic phenomenon associated with excessive labor supply in comparison with the demand for it and the status of an unemployed person that a part of economically active population has. According to the UN data, today every third person in the world capable of working does not work or has casual or seasonal employment. In March, 2015, the number of registered unemployed people was 530.3 thousand, or 27.5% of all unemployed people of working age. Among them almost one in nine lost his/her job for economic reasons.

Vacant workforce means underutilization of economic potential of society and direct economic losses, having underproduction of GDP and other negative consequences as a result. The problem of unemployment is a major socio-economic problem of our time that occupies one of the first places in economists' research devoted to urgent issues of the present time. Researches rightfully note that unemployment is the most topical issue in countries with transformational economies, where no effective mechanisms of labor market regulation have been formed, and where no approaches to youth employment have been found.

It should be noted that Ukraine has been facing the problem of youth unemployment since the beginning of market reform (in 1990s). In the current global economic crisis this problem is especially severe, since there's a growth trend of youth unemployment. According to sociological surveys in recent years Ukraine confronted such problems of employment as the reducing number of employees in the country, growth of labor mobility, increasing number of employees in the shadow sector, the emerging child labor markets, dismissal of layers of population which are rated by the Labor Law as the most unprotected ones (for example, youth).

According to the State Employment service the number of unemployed people is growing: every day 9-12 thousand people join the ranks of people without a job. These are mainly active, dynamic and educated young people. By January 1, 2015 the total number of Ukrainian unemployed young people (up to 35 years) made up 37.4%. It should be taken into account that in recent years the proportion of youth in our country's population's structure decreased significantly. High unemployment rate is evidence of instability in the economy and has its negative socio-economic consequences for the country.

Firstly, it is accompanied by poverty, significant deterioration of population's living standards. Secondly, the inability to find work in the homeland makes youth look for a job abroad, which leads to the outflow of labor force. Employment opportunities outside Ukraine used to be quite real, but now, during the world economic crisis, the governments of the European Union countries and the CIS, where Ukrainian citizens often worked, are trying to preserve jobs for their own citizens by reducing the number of legal employment for foreigners. Besides, youth unemployment is particularly alarming, because young people are the future of the country. The lack of work is the reason of abortions, divorces and the increasing number of orphans. Knowing about mass unemployment, young people stop taking education seriously, so it is rather difficult to find a really good specialist. It shouldn't be overlooked that most crimes are often committed by youth. Therefore, increasing unemployment among young people leads to worsening the crime situation in the country. You should also take into account that it is often dissatisfaction with the lives that makes young people start taking drugs and become alcoholics.

All these factors lead to destruction of the nation. Having this in mind, we need to take a whole set of measures against youth unemployment:

1. People should be well informed about the youth labor law. Besides, some amendments to this law should be made.
2. Close relationship between universities and the labor market should be established.
3. The activities of employment services should be better organized.
4. More youth should receive education in the areas that need young professionals the most.
5. Students of the final year of study are to be provided with internships by prospective employers.
6. It is imperative to develop an effective mechanism of population protection from unemployment growth by adopting anti-recessionary bills aimed at minimizing the effects of the global financial crisis on employment and enactment of compulsory state social insurance.
7. Public works should be introduced (under the conditions of economic expediency and social need) to protect young people who lost their jobs. Attracting investments for implementation of public works will contribute to effective youth employment.
8. Central and local authorities are to create an effective system of professional training of the unemployed population, including young people who graduated or are studying in institutions of various levels of accreditation. It can be done through counseling and creating a modern information framework, promoting various careers, etc.

Thus, youth unemployment is an urgent problem for Ukraine. It must be noted that the difference between the youth employment challenge and the general employment challenge is that helping young people get the right start helps to ensure that they follow a pathway to decent work that will benefit the economy of Ukraine. So it is highly important that all the necessary measures discussed in this article should be taken as soon as possible.

As for me, I'd like to find a job according to my qualification. But in view of the current situation at the moment this is not possible in Ukraine because everywhere they want the people who have work experience in their field of knowledge .The students of daytime department can't have great experience on their specialty. This is the problem which should be solved by the government. I still have two years of belief that the situation will change for the better by that time.

Lomonosov N.
Tavria State Agrotechnological University
Scientific supervisor: O.O. Kravets

FOREIGN LANGUAGE AS A WAY OF BUSINESS AND PROFESSIONAL COMMUNICATION

Along the path of humanity development the continuous struggle among languages of our planet for spheres of influence in various branches took place. At the beginning of the XXI-st century English language is the most widespread means of communication in a correlation with other languages all over the world. Official use of English in 60 countries of the world and its position of the most demanded foreign language is allowed to tell us about it as a world language. At the present stage of development of the international community English language serves as means of business dialogue.

Business dialogue is an interpersonal intercultural zone of professional communication which provides for such levels of behaviour, as ability to perception, communicativeness and interactivity, defined by direct and indirect influences on the speech (informativeness, regulatory, ambiguity, expressivity) and activity of mentality (an interest, a conflictness, understanding and mutual understanding). The business communication which purpose is effective cooperation of people entering into speech contact and directed on optimization of this or that kind of activity, is presented in two forms: verbal and written, last includes orders, positions, instructions, certificates, agreements, statements, contracts and business correspondence.

English of business communication has certain features which are necessary for considering while translating.

Terms + the precise information + language stamps are official style essence. Ability to own all three components is a basis and the main condition for achievement of success. English as a business language is characterized by presence of some singularities. So, for example, in English written business etiquette is not accepted to use colloquial words and slang because their presence in the letter can generate at subconscious level a negative attitude to the sender as to the uncultured person. However in a kind of the commercial business letter, especially commercial messages, it is often possible to find out colloquial formulas, slang, too.

It is impossible to manage without scientific and professional speech in modern business dialogue because partnership is constructed, beginning from official representatives of the different countries, large corporations, firms and finishing small offices. Partners' communication can arise between the intermediaries who are

speaking different languages, in various branches of sciences and fields of activity. For example, in medicine, an information technology, agricultural branch, military science etc. The purposes of such dialogue induce experts to use special language and nationality and world outlook should not have an influence on it. Special language is a natural language, with the elements of specialized artificial and scientific symbolical languages of the science included in it, which use not verbal means. The use of nonverbal means concerns process of formation of terms. Terms are semantic kernels of special language and give the basic intentional information. With the development of science and technology, language is replenished with the increasing quantity of terms. Terminology, taking in special languages the central place, possesses certain independence of formation and development.

The knowledge of business and special languages opens new horizons, allows to be well informed always about new trends and developments, and gives the chance to read scientific and the business literature on a source language, not deformed by translation, which is at times insufficiently qualitative.

Morovlevska D.,
Rudeychenko O.
Escuela especializada № 7
Consultora de investigación: L.I. Koval

¡BIENVENIDOS A ESPAÑA!

¿Qué conocemos de España?

¿Qué asociaciones evoca este nombre?

Corrida, flamenco, fiestas, lugares de interés, vegetación, clima, gentes, Don Quijote con Sancho Panza. Las mujeres de negra cabellera exuberante con rosas rójas y largos vestidos rojos con faralaes bailantes con ardor.

Los hombres armados de muleta, vestidos de pintorescos trajes de seda de todos los colores, con muchos bordados de oro y plata llaman al toro con una capa roja. Y todo este esplendor romántico con el llanto de la guitarra.

España es el segundo centro turístico mundial después de Francia. A este misterioso país mediterráneo acuden más de 60 millones de turistas solamente para ver corrida y oir flamenco.

España cuenta con gran número de bienes declarados Patrimonio de la Humanidad por la UNESCO.

El Palacio Real de Madrid es la residencia oficial del Rey de España, no obstante, los actuales Reyes no habitan en él, sino en el Palacio de la Zarzuela, por lo que es utilizado para ceremonias de Estado y actos solemnes. Con una extensión de 135000 m2 y 3418 habitaciones, 870 ventanas, 240 balcones, 44 escaleras y 110 puertas generales es el palacio real más grande de Europa Occidental.

El Parque Güell es un parque público con jardines y elementos arquitectónicos situado en la parte superior de la ciudad de Barcelona, en la vertiente meridional del Monte Carmelo.

Se trata de un terreno devónico, formado por estratos de pizarra y caliza. En el diseño se pone claramente de manifiesto la mano de un arquitecto, y el estilo peculiar de Gaudí resulta evidente en cualquier elemento, por pequeño que sea.

España en fiestas.

España es uno de los países europeos que mejor ha conservado el legado de su cultura popular tradicional: fiestas, festejos, folclore, trajes regionales, deportes rurales, artesanía. En las ciudades y pueblos españoles se celebran a lo largo del año numerosas fiestas, tanto de caracter laico como religioso.

Las Fallas (Valencia).

Las Fallas son monumentos de madera, cartón y otros materiales combustibles, de varios metros de altura (de hasta treinta) sobre temas de actualidad, en tono satírico que son quemados el día 19 de marzo.

Los "ninots", figuras pequeñas que se colocan alrededor de la principal, son expuestos al público días antes del comienzo de la fiesta, para que este elija a los que van a ser salvados del fuego.

Los Sanfermines (Pamplona).

Es una fiesta de origen religioso, en honor de San Fermin, patrón de la ciudad.

Comienza con el famoso "chupinazo" o explosión de un potente cohete. Lo más conocido de esta tradición es el encierro de los toros bravos, que durante unos minutos recorren cada mañana las calles de la ciudad, acompañados por centenares de corredores.

La Semana Santa.

Entre las grandes festividades religiosas ocupa un lugar relevante La Semana Santa, rememoración de la entrada de Cristo en Jerusalén (Domingo de Ramos); Pasión (Jueves Santo), Muerte (Viernes Santo) y Resurrección (Domingo de Resurrección).

El Doce de Octubre.

El Doce de Octubre es una fiesta muy importante en España.

Por un lado se celebra la festividad de la Virgen del Pilar, que es la patrona de Zaragoza.

Por otro lado, el Doce de Octubre es la Fiesta Nacional (Día de la Hispanidad). Se conmemora el Descubrimiento de América por Cristóbal Colón.

En ese día tiene lugar el desfile militar con la presencia de los Reyes de España, de todo el gobierno, los partidos políticos y representación de las instituciones.

La Navidad.

Es la festividad más propicia para el reencuentro familiar. En "Nochebuena", el 24 de diciembre, las familias se reúnen para cenar juntos y cantar "villancicos" (canciones infantiles que celebran el nacimiento de Jesús).

El día 25, "Navidad", se vuelven a reunir las familias para comer. No se suelen hacer regalos porque la figura de Papá Noel no está instaurada en la mayoría de los hogares españoles.

La noche del 31 de diciembre, "Nochevieja", toda España está pendiente del reloj de la Puerta del Sol en Madrid, que dará las "12 campanadas". La tradición dice que, acompañando cada campanada, se tome una uva. Después todo el mundo se besa deseándose un "Feliz y próspero año nuevo", y es entonces cuando los jóvenes salen del hogar para reunirse con sus amigos y divertirse hasta altas horas de la madrugada.

Moshenets K.,
Piatina M.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

EL CINE

Aquí examinamos el tema del cine español. En la sociedad actual es muy popular el ocio y por lo tanto incluimos la parte básica de la historia del cine y nuestras películas queridas.

El cine es toda una industria que requiere participación de personas especializadas en este ramo. Se trata de guionistas, directores, actores y actrices, músicos, fotógrafos y etc. El cine brinda posibilidad para muchos puestos de trabajo. La mayor industria del cine se encuentra en los Estados Unidos a saber en Holliwood y en la India, se trata del Bolliwod. En las salas de cine se proyectan tanto las películas con subtítulos como dobladas. Cuando vemos una película subtitulada, el texto aparece en el borde inferior de la pantalla. Estas películas nos permiten escuchar las voces auténticas de los actores. Sin embargo, hay mucha gente que prefiere ver películas dobladas ya que va al cine a ver y no a leer.

Hemos IIegido dos mejores películas españolas segun nuestra opinion.

Amantes (película)

Amantes es una película de cine española dirigida por Vicente Aranda y basada en hechos reales. Prevista en un principio como un capítulo de la serie de televisión La huella del crimen, el productor Pedro Costa pensó que sería interesante aspirar a más y acabó siendo una película llevada al cine, con gran éxito de taquilla y crítica. Argumento La película cuenta la historia de un muchacho de provincias quien, tras hacer el servicio militar en Madrid durante la posguerra, se instala de realquilado en casa de una mujer. A partir de ese momento se debate entre dos amores: el de su novia, que le da afecto y sabe cocinar, y el de su amante, la mujer que le da cobijo y cama. Finalmente, adopta una solución trágica.

Tres metros sobre el cielo (película de 2010)

Tres metros sobre el cielo es una película española dirigida por Fernando González Molina y protagonizada por Mario Casas, Álvaro Cervantes,María Valverde y Marina Salas. Basada en la novela homónima publicada por el italiano Federico Moccia, se estrenó el 3 de diciembre de 2010 y se convirtió en una de las películas más taquilleras del año en España.

Sinopsis

Tres metros sobre el cielo es un drama romántico que narra la historia de las relaciones entre mundos opuestos. Hugo Olivera Castro, alias "H" (Mario Casas), recién salido de la cárcel por golpear al novio de su madre, es un joven rebelde, carismático y muy liberal, le gusta la velocidad y vivir la vida al límite. Junto a su mejor amigo Pollo (Álvaro Cervantes) se juntan con pandilleros de la calle. Babi, (María Valverde) pertenece a un mundo en el que parece ser una chica normal, de vida tranquila y de buena familia; va a buenos colegios de Barcelona. Babi se siente cómoda

en ese mundo. Dos mundos aparentemente distintos se enamoran. "H" y sus amigos pandilleros van a reventar una fiesta en el barrio alto, donde "H" tira a Babi a la piscina. Después de este alboroto, alguien llama a la policía y todos salen huyendo. Un amigo de Babi la lleva en su coche y en el camino tiene un altercado con toda la pandilla. El amigo de Babi escapa dejándola sola, y "H" decide llevarla en su moto. Katina (Marina Salas), la novia de "Pollo", se escapa a las carreras de motos. En la trifulca "H" le ayuda a escapar de la policía, obligando a Babi a esconderse en un campo lleno de estiércol. Tienen su primer encuentro romántico. Tiempo después de que Babi y "H" empiecen una relación, ésta decide faltar a clase. La maestra, que es la madre de H aunque están peleados, la ve y decide informar a su madre; Babi empieza a tener problemas ya que intentan expulsarla del colegio, pero sus padres lo impiden mediante un donativo económico al colegio. Viendo el repentino cambio de temperamento de Babi sus padres desaprueban el noviazgo. Pese a todo, "H" y Babi continúan su romance con ayuda del padre de Babi. Después de su primer encuentro sexual, en la casa en la playa a la que Babi solía ir de niña con su familia, empiezan a tener problemas por el comportamiento de la pandilla de "H". Finalmente, en una carrera de motos que coincide con el cumpleaños de Babi, "Pollo" muere y Katina queda lesionada. Babi, ofuscada, culpa a "H" de la muerte de aquél. En plena pelea "H" le da una bofetada y, finalmente, terminan su relación. Babi empieza a salir con su inquilino con el apoyo de su madre, mientras "H" trata de olvidarla.

Así que estás dos películas están demostrando la vida de los españoles y tal como van cosas ahí. Lo merece ver por tener opinión propia.

Ostapkovych S.,
Prodan K.
Universidad Nacional de Mineria
Profesora dirigente: A.V. Gavrilova

HISTORIA DE LA MÚSICA ESPAÑOLA

No resulta sorprendente que la evolución de la música española haya sido tan extensa y diversa como la propia historia de España. No hay otro país europeo que pueda presumir de un crisol tan único de elementos musicales, cada uno de ellos asimilado de las variadas culturas del pasado de España.

Parte de lo que hace a España tan fascinante es la amplia variedad de culturas que han dejado su impronta en su historia y cultura. Durante las primeras eras de la existencia de España, la red de culturas influyeron inconscientemente unas sobre otras a todos los niveles -y sin duda contribuyeron significativamente a la historia de la música española. Los romanos trajeron consigo ideas y música de su vecina Grecia, la era visigoda vio surgir la música sacra y los cantos religiosos, y bajo los tolerantes árabes, judíos y cristianos la música floreció simultáneamente a sus culturas. La música regional estaba en alza, pero con la Reconquista ese movimiento de crecimiento se detuvo bruscamente por la prohibición de esos tipos de música.

La historia de la música española continuó desarrollándose con el surgimiento del periodo renacentista. La música instrumental emergió y floreció, especialmente por

la influencia de la música árabe y el desarrollo de la guitarra española. Tras la Reconquista del siglo XVI, el estilo de canto polifónico -con voces que se complementan- se desarrolló probablemente a través del contacto de España con Francia y Flandes. Al mejorar la movilidad a través del continente europeo, los músicos comenzaron a viajar de país en país -especialmente a Roma- y recogieron ideas y estilos por el camino. Esos años de crecimiento exponencial sacaron a España del anonimato y la posicionaron firmemente en el mapa musical al surgir grandes compositores como Francisco Guerrero o Tomás Luis de Victoria.

Entre las mayores realizaciones del Renacimiento ibérico destaca la música instrumental para vihuela, con exponentes como Luis de Milán, Alonso de Mudarra, Luis de Narváez o Miguel de Fuenllana. Se atribuye a Vicente Espinel el añadido de una quinta cuerda a la guitarra. José Nebra, Antonio Soler y Antonio Abadía son otros compositores importantes del barroco tardío y del inicio del clasicismo.

Una de las grandes manifestaciones del talento musical de España apareció durante este periodo de su historia; la zarzuela -una forma ligera y española de la ópera- se desarrolló y floreció, convirtiéndose en el fenómeno cultural que sigue siendo hoy. En contraste con el desarrollo del siglo anterior, la música clásica sufrió un fuerte parón de dos siglos de decadencia. Hacia finales del siglo XVII la música española imitó los modelos italianos de la época, siendo importante la influencia de los italianos Domenico Scarlatti, Luigi Boccherini y Gaetano Brunetti, residentes en la corte madrileña. De corta vida, el compositor Juan Crisóstomo de Arriaga ejemplifica la última etapa del clasicismo y el inicio del romanticismo sinfónico.

Tras la Guerra Civil Española y los siguientes cuarenta años de represión gubernamental, el dictador Francisco Franco, en su intento de crear un país uniforme y nacionalista, prohibió toda manifestación de culturas regionales. Las lenguas regionales, la literatura, y la música fueron prohibidas, quemadas y amonestadas. Como resultado de esto, el amplio abanico folclórico de España que se había desarrollado durante el pasado siglo no desapareció, pero su práctica se mantuvo escondida de los ojos inquisidores del gobierno de Franco.

Mientras España se acercaba al fin del régimen franquista, la moda de la música pop y rock también supuso un momento importante en la historia de la música española. Los grupos americanos y británicos estaban dominando la escena internacional, y ni siquiera Franco pudo prevenir a España del contagio. El primer pop español básicamente copiaba al pop francés, el cual a su vez imitaba al americano y al británico. Los artistas españole añadieron la pasión flamenca y sus ritmos a la mezcla, dándole un toque genuinamente español que aún se encuentra en la música popular española de hoy. El boom del turismo de los 60 y 70 en España introdujo estilos de todo el mundo, mientras que en los años 80 la Movida marcó la pauta a seguir. Tras la muerte de Franco, los jóvenes se entregaron a la recién hallada libertad y los estilos de vida alternativos, permitidos por el nuevo gobierno democrático. El rock, punk, y pop español cogió carrerilla y es imparable desde entonces.

Pinjuschko S.
Nationale Bergbauuniversität Dnipropetrowsk
Sprachliche Betreuung: T.V. Galuschko

KARRIEREKILLER BEI DER KOMMUNIKATION

Der Ton macht Musik – auch bei der Karriere. Wer sich in Ton und Wortwahl vergreift, kann schnell vorm Ende seiner Karriere stehen.

Wer beruflich aufsteigen will, muss das auch signalisieren. Denn Talent allein reicht nicht, auch die Kommunikation der Qualitäten und Ambitionen ist zentral. Dies hat eine Umfrage des New Yorker Center for Talent Innovation unter 4.000 Fachkräften mit Hochschulabschluss und 268 Führungspersönlichkeiten ergeben. Die Studie zeigt die zehn größten Kommuniketionsfehler für die Karriere auf.

1. Augenkontakt meiden. Wer seinem Kollegen oder Geschäftspartner nicht in die Augen schaut, hinterlässt einen schlechten Eindruck. Es zeigt, dass man nicht interessiert, etwas zu verbergen hat oder sogar lügt – alles Eigenschaften, die einem beim Karrieraufstieg nicht bringen.

Gekicher und Schrillheit. Zu viel Gekicher und Lachen, lässt laut den Studienteilnehmern Frauen schlecht da stehen - und eine zu schrille Stimme Männer. Ein angemessenes Lachen und der richtige Tonfall wird von Führungspersonen erwartet. Gerade eine hohe Stimme wirkt zu emotional und lässt Zuhörer den Faden verlieren.

Gefasel. Die Argumente können noch so gut sein - wer sie nicht knapp und prägnant vertereten kann, hinterlässt einen schlechten Eindruck. Ausschweifende Erklärungen und Gerede lassen die Standpunkte viel schwächer erscheinen. Wer wiederum knackig überzeugen kann, hat auch das Zeug zum Chef. Mögen die Argumente inhaltlich noch so schwach sein – auf ihre Kommunikation kommt es an.

Ablenkungen suchen. Eine Führungskraft soll Aufmerksamkeit und Interesse zeigen – für sein Projekt, die konferenz oder dasa Gespräch. Wer jedoch im Meeting auf dem Handy rumspielt, im Gespräch Fussel auf dem Pulli sucht oder seine Nägel begutachtet, gibt der Umwelt den Eindruck, sie nicht ernst zu nehmen.

Flirten. Es kann ein Späßchen sein, ein ernster Annäherungsversuch, oder ein Mittel sich beim Vorgesetzten oder Geschäftspartner beliebt machen zu wollen – in jedem Fall ist Flirten in der Wirtschaftswelt unangebracht und untergräbt das professionelle Ansehen des Charmeurs.

Fluchen. Zu fluchen, ist generell die falsche Kommunikationsart – doch gerade bei Führungspersönlichkeiten, die ein Unternehmen repräsentieren, sind Schimpfworte besonders unangebracht.

Keine Manieren. Chef sein verpflichtet: Führungspersönlichkeiten müssen sich entsprechend zu benehmen wissen. Zu den Erwartungen gehören eine ausgewählte Ausdrucksweise, Intellektualität, Höflichkeit und Würde.

Polonskaya S.
Vladimir Dahl Lugansk State University
Scientific supervisor: Bekresheva L. A.

'HIGH' DREAM – A NEW CONDITION OF THE CONSCIOUSNESS

The commonplace phenomenon of dreams constitutes one of the greatest human mysteries. What is a dream? Is it real? If it is not, then why does a nightmare have real effects on the body like sweating and panting, something which happens only when we really run in fear? Could it be that our waking life is also a dream?

If we think deeply about dreams, they indicate our identity to be different from our body. When we dream, our bodies lie on the bed, experiencing nothing physically. Yet we experience being chased by a tiger or sporting with a princess. This means our brain is the experiencer of the emotions but not the body?

Usually people consider a night dream as a unitary phenomenon. More careful poll of people about the formal nature (contrary to the concrete contents) their dreams finds existence of many differences between dreams of different people. For example, it was always known that one sees colourful dreams, and another – black-and-white.

According to psychology, there are five types of dreams. These dreams include ordinary dreams, lucid dreams, day dreams, false awakening dreams and nightmares. You can experience different types of dreams during the same resting period as they may easily blend in with each other.

Modern laboratory researches of a dream defined existence at least two various types of the intellectual activity arising during a dream. The first is connected with the 1st phase according to the scheme of the electroencephalogram, the second - with the 2nd, 3rd, 4th phases of the electroencephalogram.

The first phase of intellectual activity possesses characteristics which we usually connect with a dream: bright visual images, attachment to some certain to the remote place, interaction with other characters, strong emotions, weak understanding of that you are in a bed, etc. Intellectual activity on other phases of a dream is closer to thinking, and it isn't enough or absolutely there are no visual images in them. Typical messages in such cases: "I thought all the time what I should buy in shop tomorrow". Besides, intellectual activity out of the 1st phase is remembered by most of subjects less often.

Also we can meet even more curious type of a dream, which van Eeden called **lucid dream**. They are called so because they are unusually filled with light. People often feel as floating in the light. Similar dreams possess unusual quality: sleeping as if "wakens" from a usual dream and suddenly feels in a condition of the normal awake consciousness, thus he knows that lies in a bed and sleeps, but the world of a dream in which it happens, is absolutely real. Lucidity may also help you in solving the problem you have been thinking about recently. With what specifically a phase of a dream it is possible to connect a **lucid dream** – it isn't known.

I want to tell about the fourth type of dreaming activity which Tart calls a "**high**" instead of neutral "psychodelic". It is for two reasons. First, the concept "**high**" means the positive, valuable, but not neutrally painted experience that is fair concerning it like

a dream. Secondly, the concept "psychodelic" is used at the slightest pretext and so freely today that lost the most part of the descriptive value.

In the last some years the author experienced similar dreams many times after experimenting with psychodelic drugs, but usually not right after psychodelic experiences. This experiment is conducted in a dreaming state by absolutely accurate shift to a new type of understanding, what reminds a condition of a **high** from reception of psychodelic drugs, though not fully. He spoke with many people who experienced psychodelic experience, but only some of them mentioned similar dreams.

Further Tart presents us some dreams (his personal and other people's) to show this phenomenon before trying to give it some accurate definition. All these dreams were described by people, who were good observers of processes of a dream, and also endured psychodelic experience.

The following "high" dream was told by one friend:

"I saw myself rising to the sky with some gaseous substance. The space stretched in width and height, my body was filled with surprising feeling of heat, in the obvious, but indescribable way my brain appeared under "high". It lasted for about a minute then I woke up from crying of my child – the wife went to look, what happened. Those minutes to me were the most tremendous thing: I remained under "high", even having woken up! It was the property of a dream, but qualities of prolixity and heat, of time and space remained within several minutes, having surprised me with that I continue to test a "high", remembering a dream. Then, when the wife returned to a bed, I again sank into a sleep. It seems, the "high" dream lasted no more than one-two minutes – I can't precisely remember. This condition of a "high" really differed from a condition of a usual dream, and the condition of a "high" didn't change upon transition from a dream to wakefulness".

Thus we can say not only about changes of intellectual processes during a dream, but also that similar change can pass to the subsequent condition of wakefulness.

In addition the author says that the example given above – only small part of his very extensive collection of "high" dreams. How often there appears a "high" dream? Whether it reproduces all qualities of a condition of the "high" caused by drugs? Whether there are in dreams phenomena which aren't arising in the conditions of a "high" caused in the chemical way? The "high" dream is allocated as separate unit from a number of usual dreams.

It is impossible to answer most of questions concerning this type of dream, a) it isn't collected enough material for the analysis of a spontaneous "high" dream yet or b) so far for the sake of the research purposes we won't learn to cause similar dreams at own will. The main objective of this article was in drawing public attention to existence of a "high" dream with hope that it will urge on researches of this surprising condition of consciousness.

Raszhalovets S.
The National University of Food Techonogies
Scientific supervisor: O.O. Leleka

MARKETING AND ANATOMY

Using marketing in the process of moving goods into the economical market is of great importance nowadays. Non-effective marketing can lead to the loss of profit or even to the Company's failure. To be successful businessmen try to have perfect monitoring of economical environment, the kernel of which is a customer, i.e. a human being.

So, what is the main component in a human being to help a specialist in marketing to perform his task the best way?

There is a parable about five wise men who tried to decide what the human being's main component is. One wise man pointed on the head and said that the main human being's component is **mind**. He was Tsar Solomon. The second wise man put his hand on the chest and said that the main human being's component is **heart.** It was Jesus Christ. The third one pointed to the abdomen and said that the main human component was a **stomach**. He was Karl Marx. The fourth wise man said that the main human being's component is below the abdomen and pointed on the **genitals**. He was Sigmund Freud. The fifth wise man laughed at all the ideas and said that **everything in the world is relative**. He was Albert Einstein.

So, human mind, emotions, physiological needs, sexual needs, every component is the powerful impetus for movement, creation and struggle for satisfying of the need which appears to be the leading one at definite moment of a person's life. Marketing is the approach to governing economics based on the examining what is valuable for a human being's a customer. Let's look at the ways in what modern marketing exploits those main human peculiarities to be denoted by the wise men as the leading ones.

Human **mind** is the working tool of knowledge. Knowledge is being born from the information taken, so, marketing should take care of right advertising of goods. Human mind constructs logical chains while making decisions. A marketologist should catch this logic in order to choose the right place and time of introducing goods to a customer.

The process of choosing the goods is known to be functioning on the principles of cutting off unimportant criteria. For example: at first a person values a thing on many criteria:

- the need to be satisfied with a definite thing;
- the acuteness of that need;
- the advantage of having this thing at home;
- the time to be economized.

Then a person takes into account his home budget, availability to have this service outside home or other factors and he narrows the number of criteria to 5 maybe. When buying a thing a person operates maybe with 2 or 3 leading criteria. To catch that logic chain of human thinking, to guess those leading criteria - this is the main task

of a professional specialist in marketing who is to appear in the right place, at the right time with the right goods.

To be more successful in this process a good specialist should make a brief special studying of the potential customers: male or female prevailing, their age, etc. It would be very desirable to create a test with a list of criteria of choice a definite thing and make some survey to choose the best strategy.

Heart is known to govern human emotions and feelings. Emotions are being born sooner than the thoughts. A person isn't even a successful to express his thoughts in words but his mimic shows his emotions even against his will. Emotion is the first level of contact with other person or a thing. To foresee a customer's emotions is the most difficult task for a marketologist. The chain of human associations is unpredictable. You think that yellow colour is right for packing your goods, but you cannot foresee that your potential customer hates yolk his grandmother used to give him for breakfast. He won't look at your goods maybe. No one test will help you to reveal such association. That's why there is always some risk in this sphere of moving the goods into the economical market.

Stomach is the next dominant component of a person. It correlates with human physiologic needs. Karl Marx wrote: 'Before a person can think of something he needs something to eat". Stomach is the component marketing is able to govern perfectly. If a customer wants a thing, the market will deliver it at once. Even if a customer doesn't want this thing, a specialist in marketing will persuade him that he needs this one thing most of all. Here is the sphere of application the marketologist's talent. A marketologist does all his best to catch as much a customer's money as possible while trying to satisfy a customer's stomach. That is why the status of family has been arisen all over the world. A single person needs little goods to be satisfied with but the family! They need, need and need something! Long live the family is the main reason for wasting money!

At last, **genitals**. The God has created human beings of two sexes, male and female. Every sex aspires to each other. A woman desires to be tender and beautiful in order to attract a man. A man wants to demonstrate his strength, financial capacity, his being up-to-date. That is the archetype the human culture reproduces from generation to generation. Marketing can play on these cultural and sexual needs offering special goods for men and women: for example, men's or women's shampoo though chemical ingredients of them are identical. Marketing supports the efforts of other sciences in discussing gender peculiarities making profit on natural dividing people on sexes.

The last wise statement of Einstein was about **relativity of things**. How many people are, so many minds and desires we have. That explains the absence of the unified model of marketing. And it maybe good, because it gives the freedom for a specialist in improvement his manipulative skills because marketing, when being examined, has powerful technologies of manipulation by people. Any talks about marketing humanity are just talks. Marketing exploits human weakness to get the profit. Human anatomy is the banner of modern marketing. But the soul needs pills to feel better in such harsh modern world. If there is a need, marketing is here! So, let the talks about marketing is humanity to sound. They surely will be the pills for soul.

Riabokon A.
Vladimir Dahl Lugansk State University
Scientific superviser: L.A. Bekresheva

AGGRESSION

We live in a culture that has come to accept that aggression and violence can occur in almost all aspects of life. Therefore, the study of aggression is of the concerns for modern psychology.

Aggression remains one of the most challenging areas of study because of the elusiveness of an adequate definition of the term. Some researchers have applied it to any act that inflicts pain or suffering on another individual; others feel that a proper definition must include some notion on intent to do harm. Still others use a situational definition, so that might be described as aggression in one context but might not be considered such in others. This conflict of points of view brings number of theories of aggression.

In fact aggression can be divided into 2 groups: retaliatory and instrumental:

1. Retaliatory aggression (or affective) can be spoken about if a person had no intention to act aggressively but he had to as a response to provocation. In such case the motive is present but not comprehended.

2 Instrumental aggression (or predatory) – these are actions which had conscious motive – the infliction of harm or damage used as a means to achieve a goal.

An example of retaliatory aggression would be a person who punches someone who insulted him or her. An instrumental form of aggression would be an armed robbery.

A number of classifications and dimensions of aggression have been suggested by the researchers. These depend on such things as whether the aggression is verbal or physical; whether or not it involves *relational* aggression such as covert bullying and social manipulation; whether harm to others is intended or not; whether it is carried out actively or expressed passively; and whether the aggression is aimed directly or indirectly.

The term aggression comes from the Latin *aggressio*, meaning *attack*.

Konrad Lorenz, has proposed that aggressive behaviour is largely instinctual in all social species, including man. One of the most interesting aspects of Lorenz's position is the suggestion that most species have developed symbolic or ritualized behaviour to avoid aggression. Most animals prefer to avoid or stop a battle by signalling submission. A man is a unique not to have any built-in signals for limiting aggression. Although the smile may have developed for this purpose originally, it has lost this symbolic meaning then. In fact *submissiveness* may be viewed as the opposite of *aggressiveness*.

John Dollard, Neal Miller and their colleagues in the late 1930s suggested that aggression is more than mere instinct; it is the instinctual response to frustration, and the presence of aggression inevitably indicates the presence of frustration somewhere in the individual's environment.

Richard Walters and Albert Bandura suggested social learning theory of aggression what means that aggressive behaviours are learned in the society.

Having analysed different theories of aggression we'll create the following definition: *aggression – is any form of behaviour aimed at insulting and causing harm to another living creature, not wishing of such treatment*.

This definition emphasizes that aggression is a pattern of behavior, not emotion or motive.

It is necessary to distinguish between the concept of "aggression" and "aggressiveness." Aggression – is the behavior (individual or collective), aimed at causing physical or psychological harm or damage. Aggressiveness – a relatively stable personality trait, expressed in readiness for aggression, as well as in the tendency to perceive and interpret the behavior of another individual as hostile.

Individual determinants of aggression are permanent, they are stable. Man is inclined to "replicate" successful models of behaviour that later would fix in a rather stable personality traits, so violence-prone individuals can be rarely made better by using the widely used means: strengthening measures, the increase of the punishment etc. Aggression is a means for them to achieve the objectives, and therefore it's quite acceptable. It is deeply rooted in their personality structure and such model of behaviour satisfies them extremely, so they are unlikely give up fighting willingly. Attempts at treatment or "rehabilitation" of violent adults, usually done in the context of prison programs, have led to a general consensus of failure.

When aggressive energies are directed toward people or objects it is called the *displacement*. When aggressive impulses are not directly channeled, the result is described as *catharsis*. This indirect expression of the aggressive instinct is said to explain why people engage in boxing, watch aggressive movies, play games with cruelty in them, kick doors or benches rather than other people.

Scientists have for a long time been interested in the relationship between testosterone and aggressive behaviour. In most species, males are more aggressive than females. In humans, males engage in crime and especially violent crime more than females. The involvement in crime usually rises in the early teens to mid teens which happen at the same time as testosterone levels rise. Research on the relationship between testosterone and aggression is difficult since the only reliable measurement of brain testosterone is by a lumbar puncture which is not done for research purposes. Studies therefore have often instead used more unreliable measurements from blood or saliva.

Humans share aspects of aggression with animals, and have specific aspects and complexity related to factors such as genetics, early development, social learning, culture and morals. Scientists see as aggression triggers physical fears, family difficulties, psychological traumas, neurological disorders.

In its most extreme forms, aggression is human tragedy unsurpassed. The suggestions, designed to decrease aggression and violence levels generally rather than to treat already-violent individuals, are controversial for political rather than scientific reasons. They are as follows:

1. Reduce exposure to media violence and other aggressive role models, especially for children and adolescents.

2. Replace the use of corporal punishment with more positive child-control techniques.
3. Reduce social rewards for aggressive activities, including those previously thought to be cathartic.
4. Increase social rewards and social support for nonaggressive prosocial activities (festivals, clubs on interests etc.).
5. Increase the quality of prenatal and postnatal care, to decrease the proportion of the population suffering from developmental difficulties that interfere with normal learning and socialization processes.
6. Increase the quality of parenting, by providing instruction, social support, and economic support.

Psychological and social research results clearly support each of these suggestions.

Samsonova M.
Taurische staatliche agrartechnologische Universität, Melitopol
Sprachliche Beratung: S.G. Muntian

EINZELNE ASPEKTE DER ERFOLGREICHEN DURCHFÜHRUNG DER PRÄSENTATIONEN

In der heutigen Geschäftswelt ist es wichtig, nicht nur wertvolle originelle Ideen zu produzieren, sondern auch in der Lage zu sein, die klar und überzeugend dem Publikum zu vermitteln, das heißt, zu "verkaufen". So ist das Können, Informationen und Ideen erfolgreich zu präsentieren, von sehr wichtiger Bedeutung. Daher ist das Thema der Durchführung der professionellen Präsentationen sehr aktuell.

Das Ziel der gegebenen Publikation ist es, einzelne Aspekte der erfolgreichen Durchführung der Präsentationen zu betrachten, und zwar zu analysieren, welche Strategien beim Präsentieren die Aufmerksamkeit des Publikums gewährleisten. Selbst bei einer gut vorbereiteten und durchgeführten Präsentation kann man davon ausgehen, daß die Aufmerksamkeit des Publikums nicht über die gesamte Zeit der Präsentation konstant hoch ist. Aus der Gedächtnisforschung ist es bekannt, daß besonders gut die Informationen behalten werden, die am Anfang und am Ende plaziert sind. Deswegen betonen die Theoretiker der professionellen Präsentationen, dass die Aufmerksamkeit der Zuhörer besonders hoch am Anfang und am Ende der Präsentation ist.

Es wird daher empfohlen, den Einstieg in die Präsentation gut zu planen. Die Anfangsphase einer Präsentation hat folgende Funktionen:

- Atmosphäre schaffen: Die Anfangsphase ist die Aufwärmphase, in der man das Publikum bereit dafür macht, den angebotenen Ausführungen wohlwollend zuzuhören.
- Sich selbst bekannt machen: Die persönliche Vorstellung muß immer sachbezogen sein und ist die Gelegenheit, in der man seine Fachkompetenz darlegt.
- Eigene Absichten benennen: Man muss den Zuhörern klar und deutlich sagen, was man will und auch, was man von ihnen erwartet.

● Den Fahrplan offenlegen: Man vermittelt den Zuhörern Sicherheit und Klarheit, wenn man zu Beginn die Struktur und Zeitanspruch offenlegt.

● Regeln einführen: Man sagt den Zuhörern auch, wie man sich das Vorgehen vorstellt. Empfehlenswert ist es, Verständnisfragen zu erlauben.

● Gemeinsamkeiten und Zustimmung finden: Eine Präsentation fängt gut an, wenn die Zuhörer sich gleich mit demjenigen, der präsentiert, identifizieren können. Man muss daher nach Gemeinsamkeiten suchen, die man ansprechen kann.

Zu gelungenen Einstiegen gehören historischer Einstieg, anekdotischer Einstieg, Einstieg mit Zitaten, Sprichwörtern, Einstieg mit Analogien.

Egal wie motiviert und interessiert das Publikum ist, muss man beim Präsentieren davon ausgehen, daß die Aufmerksamkeit in der Mitte der Präsentation etwas nachlassen wird. Und da, wie es schon oben erwähnt wurde, neben dem Anfang auch das Ende jeder Präsentation am nachhaltigsten in Erinnerung bleibt, sollte man auch auf jeden Fall dem Ende der Präsentation besondere Aufmerksamkeit schenken.

So muss man am Ende der Präsentation nochmal alle wesentlichen Punkte zusammenfassen. Folgende Schritte sind für ein gutes Ende entscheidend:

● Die Ausgangsfrage beantworten: Diese Frage muß beantwortet werden, und zwar exakt, nicht nur ungefähr.

● Nächste Schritte benennen: Man muss sagen, was kommt beziehungsweise was als nächstes getan werden muß.

● Den Schluß erkennbar machen: Man sollte nicht das Ende ankündigen, das dann noch auf sich warten läßt.

● Das Publikum zur Diskussion ermuntern.

Zusammenfassend ist es zu unterstreichen, dass man im Aufbau einer Präsentation dem Anfang und dem Ende eine besondere Aufmerksamkeit schenken muss, weil der erste Eindruck oft der entscheidende ist und das, was zuletzt präsentiert wurde, häufig am besten in Erinnerung bleibt.

Sinyavskaya N.
Vladimir Dahl Lugansk State University
Scientific supervisor: L. A. Bekresheva

WHAT IS HAPPINESS?

Aristotle said that “happiness is the meaning and the purpose of life, the whole aim and end of human existence.” Indeed, everyone wants to be happy. But what is happiness, really? Does happiness mean something different to each one of us, or is there some common denominator?

Social scientists began studying happiness comprehensively in the 1960’s. In 1978 psychologist Jonathan Freedman wrote that “people generally agree about what they mean by happiness. It is a positive enduring state that consists of positive feelings and includes both peace of mind and active pleasure or joy.”

In 1984 Ruut Veenhoven described happiness as "the degree to which an individual judges the overall quality of his life as a whole favourably." In 1990, English psychologist Michael Eysenck described happiness by the equation Happiness =

Satisfaction + Hedonic level. Finally, in 1999, Ed Diener, the leading authority on "international happiness," reviewed the literature and divided the "satisfaction" component into two distinct components; "Life (global) Satisfactions" and "Domain (work, family, self, etc.) Satisfactions."

Mahatma Gandhi said "Happiness is when what you think, what you say, and what you do are in harmony." Denis Waitley claimed "Happiness is the spiritual experience of living every minute with love, grace and gratitude*." Acacia Parks says,* "Happiness is what you feel when, what you want to happen, happens."

Happiness is no phantom. Most people are quite clear about what happiness is, and can easily describe how happy or not they are. Most people also consider happiness their most important goal in life.

You can neither buy happiness, nor sell it; you can never win it in the lottery; the only way to be happy is to grow your happiness. Have you ever noticed that some people are always grumbling about their endless problems, dissatisfaction in life and even about the dull weather that annoys them? Such people see only dark sides in everything and it prevents them from being happy.

Even our ancestors thought: If a person feels miserable, then he thinks wrong way. Many fancies born in ancient times, at the intersection of science, art and religion, promote the integration of the work of both hemispheres, as equal partners. It brings harmony and pleasure. Barbaric healers of Russia, as well as Hindu yoga followers, using their secret knowledge, could give anyone wishing a great gift – a feeling of happiness. The interesting thing is that the person, who gained this gift, not only health improves, but the fate also changed radically.

This can be explained by the fact that happy people do not remember evil, they can forgive the mistakes of others easier, what in turn increases the communication skills and gives self-confidence. All this leads to a change in attitude, and hence fate.

Why some are experiencing a lot of pain, while others – not? This is perhaps the question that tormented mankind since ancient times. We have no choice of the role that nature has prepared for us. To fulfil our role, we are given a set of related desires that are not subjected to our will, and properties (talents) to implement them, what is called a vector. A total number of them is eight. A person may have some vectors and then he/she will have more desires, and therefore more tools for their realization.

It has been suggested that there are several factors that contribute toward happiness. This is an "equation for happiness," suggested by psychologist Dr. Martin Seligman: **H = S + C + V**

H = Happiness

S = Set range (genetics: about 50%)

C = Circumstances (8-15%)

V = Voluntary Control (past, present, future)

This looks very scientific, and is actually based on research findings, but it can be explained quite simply:

Set range/genetics. There is some evidence to support that people are born with a certain "set-point" of happiness, which is determined by our genes. This is supposed to change only slightly, if at all, as we get older. Our genetic predisposition to happiness contributes around 50% to our level of happiness.

Circumstances. There's also some evidence to suggest that the circumstance we live in influence our level of happiness. You don't always have a lot of control over your circumstances.

Voluntary control. This third factor is the most important factor in the equation, because you can control it, and in the process control your happiness. It includes all aspects of your life over which you have a relatively high degree of control, including your thoughts and actions. This includes the way you choose to think about and act on the past, present, and future, and seems to have a significant impact on how happy you are – it could be up to 42%!

- ***Past***. When thinking about the past, people who are happier pay attention to what was good about the past, rather than focusing on the unhappy times. They are grateful, forgiving, and don't believe that the past will determine what happens in the future.
- ***Future***. When it comes to thinking about the future, happy people are flexibly optimistic. What this means is that they are optimistic (in a realistic sense) about how their future is going to be, but if it doesn't turn out that way, they know it's not going to be the end of the world either.
- ***Present***. The way you think about and act in the present is also essential in determining how happy you are. This might include actions like taking pleasure in life and your surroundings, building and being in meaningful relationships, and the way we react to things in life, good and bad.

Happiness is something that you actually have voluntary control over and can work on in your daily life. Here are some recommendations we can do in order happiness stayed with us longer:

1. Do physical exercises for about 7 minutes a day.
2. Sleep more and negative emotions leave you alone.
3. Live closer to the place of working.
4. Spent much time with your friends and the family.
5. Go outdoors – happiness begins at the temperature of 13,9°C.
6. Help other people at least 100 hours a year.
7. Keep smiling – it releases pain.
8. Think of the rest – vacations, holidays.
9. Program your brain for happiness.
10. Thank the universe for everything.

Remember of Federick Keonig's words, "We tend to forget that happiness doesn't come as a result of getting something we don't have, but rather of recognizing and appreciating what we do have." So live your life in such a way that when retired you have something to remember and to be proud of, some pleasant moments that will always evoke warm attitude.

Svinarchuk O.
Vladimir Dahl Lugansk State University
Scientific supervisor: L. A. Bekresheva

BALL SEASON IN VIENNA

Everybody, who likes dancing, is looking for a place to show their skills and get pleasure from it. Due to globalization process travelling becomes easier, so all the dance-lovers are welcome to Vienna for a Ball Season. We are going to make you acquainted with the main dancing festivals in this wonderful old city.

Ball Season starts in Vienna in November, but the brightest and the most prestigious balls start in February. Certainly, there is also a New Year's ball, but the most impressing and expected is Opera Ball in the Vienna State Opera, which starts in February. In general, during the Ball Season in Vienna, you can visit about 300 balls. It may be balls of different professions ("Hunters' Ball," "Ball of the State Servicers," "Doctor's Ball" and so on), as well as large balls of various public and cultural organizations. In every home in Vienna, even not the rich one, a tail-coat and a ball dress laid up to the expected event.

Fasching – the Ball Season start – takes place on November 11 at 11 o'clock 11 minutes. Number 11 is considered the number of fools, so it designates the time for fun and entertainment. **Fasching** starts from a carnival procession with a "king" at the head. The event was mentioned about in the notes from the 13th century and in old times it took place in spring, but since the beginning of the 19th century **Fasching** is celebrated in November.

Usually the **Ball Season** starts from the**Vienna Red Cross Ball** which is held at the Guildhall. At first 180 pairs of beginning dancers perform the *polonaise* – an old slow ballroom dance. Then any dancer can take part in dancing waltz after which a royal meal of 5 courses is served. After this royal dinner the participants go on dancing up to the midnight.

In fact, **Fasching** lasts from the 11th of November to the 18th of February with many different balls and carnivals held at this period. These are the most famous:

The brightest and most important is the **Vienna Opera Ball** held annually on the last Thursday in Fasching, i.e. in the middle of February. On this day the auditorium of the Vienna State Opera is turned into a large ballroom. On the eve of the event, the rows of seats are removed and a new floor, on one level with the stage, is built. The Vienna Opera Ball is the great social event attracting celebrities from all over the world. Around 360 young debutants in white ball gowns and tail-coats promenade on the stage and then dance waltz. After the debutants everybody can dance and they do it with all the enthusiasm and great skill – there are many dance schools in Vienna which are always overcrowded with the learners. The traditional quadrille dancing takes places three times during the evening. The ball programme usually includes various interludes featuring **top sopranos and ballet dancers**.

This is the only Ball where the general rehearsal is held beforehand. Everybody who thinks they dance well may apply for being a debutant. A competent Jury selects the dancers. In the case you are selected the Ball will be free of charge for you. But

other participants are to pay for the event from **EUR** 250 to 20.000 what depends on the service you'd like – a table with meals or a box seat with the celebrities. The Austrian president and other top ranking politicians are regulars, as well as business people, actors, top models and beauty queens. Usually Vienna Opera Ball takes about 5.000 guests and about 1.000 of servants – musicians, stage designers, chefs etc.

What else is interesting about the Opera Ball is the way of getting to the event: there is a special glamour in leaving the car at the parking and getting a couple of stops on the tram.

New Year's Eve Sylvester Ball takes about 4.000 guests at the Hofburg Vienna (Imperial Palace). The staterooms are transformed into a beautiful sea of flowers (about 50.000 roses are used) and serviced with silver for a royal banquet. Usually the show that follows dancing the debutants includes arias from well-known operas and operettas performed by soloists from the Vienna State opera. The evening continues with a mix of traditional waltz, quadrille and light-hearted catchy rhythms for dancing. The New Year coming is announced by the Pummerinat St. Stephen's cathedral – the largest bell in Austria – followed with the fantastic firework.

For the **Flower Ball** (15 January 2016), City Hall transforms into a unique sea of flowers. Dancers are accompanied by the scent of spring flowers what is especially amusing in January.

Vienna's most conservative ball is the **Jägerball** (Hunters' Ball) where full Tracht (Austrian national dress) is required. Trachten can be very elegant and expensive, especially the women's long formal national dress which differs according to the various regions. Waltz dancing here has a quadrille as a competitor. Expect a mad dash through the passages by rows of dancers – sometimes ending in good-humored chaos.

Rudolfina Redoute which is held each year at the Hofburg is a masked ball. It is the most colourful and magnificent show due to creativity the participants who manage to create fantastic costumes and move quite elegantly in them. Besides, the **Rudolfina Redoute** offers the ladies the opportunity to choose gentlemen dance partners until midnight.

The Coffee-house Owners' Ball is one of the most atmospheric. Each year it brings about 5.000 visitors to Vienna's Imperial Palace and into the Redoutensäle. Many of the guests end the night at Café Landtmann, to which they are transported in a fiaker shuttle, true to style.

Also being held in City Hall is the **Viennese Ball of the Sciences**, which represents Vienna's entire research and higher education landscape in all its diversity, internationality and excellence.

The **Zuckerbäckerball (Confectioners'Ball**) is a bit different from all the other ball events – the words sweet and playful probably put it to the point. When the gates open at 20 pm, the guests will be punctually at the Hofburg, and the ladies are immediately welcomed with a sweet gift, assuring you that you won't go home without a piece of gateau.

The **Johann Strauss Ball** was held for the first time in 2002. It is remarkable that the Waltz King, whose music so dominates Vienna's **Fasching** scene so completely, had never had a Ball devoted to him before. As befits this famous figure,

the young Ball has all the classic insignia: from the opening with the State Opera Ballet to the quadrille and, of course, a midnight show.

Here are mentioned only some from the hundreds of balls held at the Ball Season in Vienna. We wish you to join one of them to know Austria better and not to feel miserable in nasty weather in winter.

Tinjakowa J.
Staatsuniversitaet von W.Dal
Wissenschaftlicher Leiter: T.A Kaluga

GESCHICHTE DES REISENS IN DEUTSCHLAND

Schon lange gehen die Menschen auf Reisen - ob mit dem Flugzeug, dem Auto, der Bahn, per Schiff, in der Kutsche, hoch zu Ross, oder ganz einfach auf Schusters Rappen. Im Laufe der Jahrhunderte haben sich die Geschwindigkeit und der Komfort beim Reisen extrem verändert. Waren sie im Mittelalter meist religiös oder wirtschaftlich motiviert, gilt uns heute die Urlaubszeit, wenn möglich mit einer Reise verbunden, als die schönste Zeit des Jahres.

Reisen im Mittelalter. Reisen im Mittelalter war sehr beschwerlich und mühsam. Überwiegend unterwegs waren Kaufleute, Soldaten und Pilger. Frauen verreisten, abgesehen von adligen Damen, nur sehr selten. Das Haupthindernis bei einer Reise war die Natur selbst. Das oberste Gebot lautete, dass man unterwegs nie die Orientierung verlieren durfte, sonst wäre man in einer unbekannten Gegend, in der es keine Wegweiser und nur schlechte Straßen gab, verloren gewesen. Trotz des mondänen Namens waren das meist holprige Feldwege, auf denen die Reisenden bei Regen und Schnee im Matsch versanken. Und überall lauerten Gefahren. Es gab Wegelagerer und Raubritter, die Kaufleute überfielen. Auch wilde Tiere wie Wildschweine und Bären, die für den Reisenden zu einer tödlichen Gefahr werden konnten, lebten in den Wäldern. Insofern war es durchaus üblich, dass man vor dem Beginn einer Reise sein Testament machte.

Allein Herbergen boten dem Reisenden ein bisschen Sicherheit auf seinem Weg. Auch war die Gastfreundschaft im Mittelalter sehr viel größer als heute. Fremde nahm man gerne auf und bewirtete sie. Aufzeichnungen von Kaufleuten zeigen, dass das Wissen über "Weg und Steg", wie es damals hieß, also, welche Wege genutzt werden konnten und welche Unterkünfte es gab, das größte Kapital für Kaufleute war. Dazu gehörte auch das Wissen darüber, an welcher Stelle Flüsse überquert werden konnten, da es im Mittelalter nur wenige Brücken gab. Die Reisenden waren deshalb meist auf Furten angewiesen. Städtenamen wie Frankfurt zeugen noch heute davon. Eine Reise im Mittelalter dauerte sehr viel länger als heute. Zu Fuß legte ein Reisender pro Tag 30 bis 40 Kilometer zurück. Um das Pferd nicht zu überlasten, konnten Reisende hoch zu Ross höchstens sieben Stunden pro Tag zurücklegen. Wichtigstes Transportmittel - gerade für Kaufleute, die viele Waren transportierten - war der Ochsenkarren. Die zuverlässigen Lasttiere schafften in ihrem Trott gerade einmal 15 bis 16 Kilometer am Tag.

Bildungsreisen. Im Verlauf des 18. Jahrhunderts wurde es Mode, Bildungsreisen zu unternehmen. Immer mehr Adelige und vornehme Reiche entdeckten die Lust am Reisen. Es waren vor allem Engländer, die sich aufmachten, die Kultur und Kunst des europäischen Festlandes zu entdecken. Häufig schickten sie auch ihre Kinder auf eine Grand Tour - eine Bildungsreise - quer durch Europa. Zu den Orten, die man gesehen haben musste, gehörten Florenz, Rom, Venedig, Wien, Nizza und Paris. Einer der bekanntesten Bildungsreisenden war Johann Wolfgang von Goethe, der sich im September 1786 auf den Weg nach Italien machte. Ursprünglich sollte die Reise einige Monate dauern, am Ende waren es fast zwei Jahre.

Luxusreisen. Richtige Vergnügungs- und Erholungsreisen etablierten sich im 19. Jahrhundert. Die Ziele wurden immer ausgefallener, der Rhein oder Italien genügten nicht mehr. Man wollte Spaß haben und etwas Ungewöhnliches erleben. Es ging mit dem Orientexpress nach Istanbul oder mit dem Dampfschiff nach Ägypten.

Literarisches Zeugnis der Luxusreisen sind Agatha Christies Krimis "Mord im Orientexpress" oder "Der Tod auf dem Nil". Die Aurorin reiste selbst sehr viel nach Ägypten und Arabien. Ihr Mann, den sie häufig begleitete, war Archäologe. Was das Ambiente der beschriebenen Reisen angeht, die feine Gesellschaft mit ihren extravaganten Kleidern und teuren Anzügen, sind Agatha Christies Krimis sicher ein Spiegelbild dieser mondänen Reisen.

Der Herr und die Dame von Welt reisten meist mit zwei oder drei großen Schrankkoffern, um die zahlreichen Hutschachteln und Utensilien wie Bürsten, Pülverchen, Schminke, Kämme oder das Rasierzeug der Herren verstauen zu können.

Reisen im 20. Jahrhundert. Zu Beginn des 20. Jahrhunderts verbrachte das wohlhabende Bürgertum bereits ein bis zwei Wochen in der Sommerfrische. Bevorzugte Reiseziele waren die mondänen Seebäder an Nord- und Ostsee. Ende der 50er Jahre gab es für die Urlauber kein Halten mehr. Das Wirtschaftswunder machte das Reisen für jedermann erschwinglich. 1958 reisten schon 3,5 Millionen Deutschen Bundesbürger nach Italien, dem "Sehnsuchtsland" der Deutschen im Süden. Sonderzüge brachten die Urlauber nach Südtirol und an den Gardasee. Nach Italien entdeckten deutsche Touristen Mallorca. Noch in den 60er Jahren war eine Reise auf die Baleareninsel ein Geheimtipp für Entdecker. Deutsch wurde dort kaum gesprochen. Ende der 70er Jahre entdeckten schließlich die Festlands-Spanier den Tourismus als Einnahmequelle.

Im Laufe der Zeit wurden die Ziele immer exotischer. Es wurde eine Frage des Prestiges, sich eine Fernreise nach Thailand oder auf die Malediven zu leisten. Im Osten Deutschlands konnten die Menschen von Mallorca oder noch weiteren Reisezielen nur träumen. Gezwungenermaßen verreisten die meisten zwischen der Ostsee und dem Thüringer Wald. Und von Luxus auf ihren Reisen - keine Spur. Selbst Campingplätze waren rar. Aber Not macht ja bekanntlich erfinderisch: Die "Villa Sachsenruh", ein Dachzelt für den Trabant, wurde in der DDR zum Renner.

Reisen heute. In Sachen Reisen ist heute alles möglich: Kreuzfahrten, zu Fuß, mit dem Fahrrad, mit der Eisenbahn, mit dem Flugzeug, auf dem Pferd, auf dem Kamel, mit dem Auto – durch die Wüste, das Outback, über die Weltmeere, auf die höchsten Berge, in die pulsierenden Metropolen, ins Kloster oder auf die Alm – im Luxushotel, in der Jugendherberge, im Zelt, in der privaten Unterkunft, unter freiem Himmel.

Extremurlaube sind auch beliebt: Free-Climbing, Wildwasser-Rafting oder Höhlenklettern für jene, die ihre Grenzen erfahren möchten. Kultururlaub oder Shopping-Touren.

Tolmacheva D.
Vladimir Dahl Lugansk State University
Scientific supervisor: L. A. Bekresheva

THE WORLD OF DOLLS

The importance of toys and its impact on a child development cannot be overestimated. A child's learning process occurs mainly through game and game occurs mainly with toys. Sometimes a toy suggests a new game, sometimes a new game requires a new toy. A toy for kids is not just a fun, but a reduced model of the world.

The research has shown that toys shape a kid's belief about gender, personality and life. At certain age a child needs certain toys different on purpose: *toys-funs* (rattles, balls, kaleidoscopes, yo-yo); *toys "tools"* (shovel, net, hammer); *plot-toys* (dolls, animal figurines, furniture, tableware); *engineering-toys* (vehicles, constructors); *didactic toys* (board games, puzzles, blocks with the alphabet); *musical toys* (mini-piano, accordion, horn, drum); *sports toys*. It is the task of an adult to choose a toy for the kid taking into account pedagogical and psychological recommendations and the child's desire.

When a child plays with a favorite doll, he masters the parental role: shakes her comforting for a bedtime. It may be that in relation to the toy, the child expresses something that is missing in their life – sometimes a frustrated by something kid wipes tears to the loved dolls, soothe them, but sometimes they may express anger – to throw or hit a toy.

By the word, kids are experiencing very strong remorse after hurting their toy. In this case, you need to show a child the right model of behaviour: you and your child should ask for pardon from the toy and show that a toy is no longer offended. Watching how a child communicates with toys, attentive parents can adjust their behavior towards their child's psyche, overcome the emerging children's fears, teach children to express their emotions, care about someone.

Until now, art historians cannot answer the question whether there were toys at the dawn of humanity. But based on the data of entomological expeditions studying the life and culture of the primitive Eskimo and Australian tribes, we can conclude that the primitive society children didn't play with toys – they often played with toys that were miniature everyday objects of their parents (spears, boomerangs). Toys appeared much later, in the heyday of the ancient civilizations of Egypt, Rome and the East.

Surely, the toys are gender-oriented: boys are mostly suggested toys stimulating courage and activity while girls are supplied with dolls and soft toys needing care and tenderness. Our scientific interest lies in the sphere of studying the world of dolls.

First known dolls were made from old fabric. They are called **rag dolls** or **cloth dolls**. Surely, this term was born in the minds of doll researches much later than the doll itself which became used more than 3.000 years ago.

Rag dolls were mostly used not for playing but for protecting a house from evil spirits. Some rural houses still have one, usually made with own hands of their masters. Mothers always put a **rag doll** to the new-born baby cradle as a protector.

One more amulet doll was made from clay mixed with ash from the hearth. It was made especially for wedding present and was kept in the hiding place to be presented to a daughter on the wedding day.

With theatre popularization **puppet dolls** appeared which were also made of fabric and put on the hand to make a doll movable. They are called **petrushka** in the Russian culture.

In the 14th century **fashion dolls** named **Pandoras** emerged in France. The dolls were usually made from **composition** – a mixture of pulped wood for faces, legs and hands while the body was still made from fabric. They were used to demonstrate fashionable clothes and cost much. Soon **Pandoras** became a visible sign of luxury in rich homes.

In addition to wooden or compositional dolls, **wax dolls** became popular in the 17th and 18th centuries. Mostly they were carved or melted from wax with the religious purpose, but small figurines were used for playing.

Creating **papier-mâché** promoted manufacturing dolls in the middle of the 18th century. Papier-mâché was a good material to make doll's head from because it could be molded and painted. These dolls were produced mainly in Germany.

In the middle of the 19th century **bisque dolls** came to life. **Bisque** means "baking twice" in French and these dolls were formed by baking at a high temperature and colored. Then, they were baked again at a low temperature so that the glaze does not melt. These dolls were mainly produced in France and Germany.

After the Second World War, the doll and toy industry industrialized to exploit mass production. Now plastic became used for dolls all around the world. Every manufacturer designs their own characters and sells them in large quantities across the globe.

From modern trademarks of dolls we can mention American **Bratz dolls**. ***Brat*** is a slang word to call a naughty child. **Bratz dolls** are teenagers. They can be girls or boys of middle height, but there are also **Itsy Bitsy Bratz** – tiny dolls. Unfortunately **Bratz dolls** are not produced since 2009 because of authors rights arguing.

Moxie Girls are the followers of Bratz tendency. They are pretty fashion-followers with splendid hair that can be combed easily.

Mooqla dolls are popular teenager dolls with Asian type of face created by Russian designer Polina Voloshina. They have movable arms and legs so are very comfortable in playing.

Barbie is a fashion doll manufactured in America in March 1959. She was an adult-bodied doll while most children's dolls were representations of infants. Its sexy body made scandal among mothers and teachers, but children loved the toy.

A toy is the constant companion of the child from the first days of their birth. It is created by an adult for special educational purposes to prepare the baby to socialize themselves into modern society. A toy for the child is an object of fun, joy, and at the same time it is the most important means of mental development of a pre-schooler.

Tykhonova N.
Mykhaylo Tuhan-Baranovskyi Donetsk
National University of Economics and Trade,
Kryvyi Rih
Scientific supervisor: D. V. Furt

BRANDING AS THE MOST IMPORTANT PART OF MARKETING

The marketing and advertising industry continues to develop at breakneck speed, as new technologies, methods and tools sculpt a consumer-brand relationship that looks nothing like that of decades ago. Transparency, authenticity and purpose have become the main requirements for brands and the businesses behind them that seek to maintain a stronghold as lifestyle necessities.

The American Marketing Association (AMA) defines a brand as a "name, term, sign, symbol or design, or a combination of them which is used to identify the goods and services of one seller or group of sellers and to differentiate them from those of other sellers".

Branding is a marketing strategy that involves creating a special name and image – often using a logo and/or tag line – in order to ingrain in the consumer's mind and attract and keep customers.

According to Nielsen, 15 percent of people trust brand messages but 90 percent will rather believe the recommendation from a peer, family member or friend. As you can notice, social media plays a crucial role in modern life and together with your business branding project can make a powerful combination.

Brand strategy is how, what, where, when and to whom one can deliver the branded messages and communication plan. The location of advertisements and distribution channels are also a part of a brand strategy. And your visual and verbal communication is a part of your brand strategy, as well.

Consistently, strategic branding leads to a strong brand equity, which means the eve added value to your company's products or services that allows you to charge more for your brand than identical unbranded products command. The most vivid example of this is Coke vs. a generic soda. As Coca-Cola has built a powerful brand equity, it can charge more for its product - and customers will pay a higher price.

The added value intrinsic to brand equity frequently comes in the form of perceived quality or emotional attachment. For example, Nike associates its products with star athletes, hoping customers will transfer their emotional attachment from the athlete to the product. For Nike, it's not just to sell the shoes.

The most valuable brands in the world are those that generate massive earnings in industries where branding plays a major role. The Apple leads the Top 25 Technology Brand Rule as the world's most valuable brand worth twice as much as any other brand. Facebook is the biggest gainer and cracks the top 10 for the first time.

The Apple brand now costs $145.3 billion. The brand is on top of Forbes' list of the World's Most Valuable Brands for the fifth straight time and costs twice as much as any other brand on the planet. While Samsung spends nearly $4 billion on advertising to sway consumers, Apple spent only one-third of this sum ($1.2 billion)

last year. Microsoft is ranked as the second most valuable brand which costs $69.3 billion. The company invested $11 billion into research and development in 2014.

15 countries worldwide which do business in 20 branches of industry are among the 100 most expensive brands. U.S. brands make up just over a half of this list , then – Germany (9 brands), Japan (7) and France (7). Tech brands are in top 15, including four of the top five the most expensive. Automotive and consumer packaged goods companies both take the 13th place in the top 100.

To succeed in branding one must understand the needs and demands of your customers and prospects. You can do this by integrating your brand strategies through your company at every point of public contact.

Your brand resides within the hearts and minds of customers, clients, and their prospects. It is the total sum of their experiences and perceptions, which you can influence, and cannot.

A strong brand is invaluable as the battle for customers intensifies day by day. It's important to spend time investing in researching, defining, and building your brand. After all, your brand is the source of a promise to your consumer. It's a foundational part in your marketing communication and one you do not want to be without.

Yakubchak V.
Universidad Nacional de Minería
Profesora dirigente: Reyes Aguilar, escuela de idiomas «YES», Sevilla

SEVILLA ES UN CLUB PROFESIONAL DE FUTBOL ESPAÑOL

Aunque el deporte es internacional, las tradiciones y las condiciones climáticas de cada país influyen en su desarrollo.

El fútbol sí que es muy popular. Está tan extendido que por todas partes se ven pequeños campos de fútbol. En ellos se practica el fútbol sala,una versión del fútbol en la que participan cinco personas por equipo.

Son pocos los chicos que no sueñan con ser Pelé o Ronaldo.

Y si el patio de su casa es demasiado pequeño, salen a jugar a la calle,corriendo el riesgo de perder el balón bajo las ruedas de un coche. Mientras tanto, los mayores que en su mayoría también son aficionados a este deporte, pasan largas horas enganchados al televisor. Y no sólo los hombres. Cuando transmiten los partidos con la participación del Barcelona, Real Madrid o de la Selección Española, las calles están completamente vacías. Por ejemplo, me gusta el Sevilla FC.

"Sevilla" es un club profesional de fútbol español de la misma ciudad. Fundado el 14 de octubre 1905. En el momento en que actúa en el ejemplo. Los partidos se llevan a cabo en el estadio "Ramón Sánchez Pizjuán", con capacidad para 45.500 espectadores. Los colores de club son el rojo y el blanco.

En 2000/01 "Sevilla" gana la Segunda consiguió su segundo ascenso. En la temporada 2003/04 el equipo logró llegar a las semifinales de la Copa del Rey y entrar en las Copas de Europa. Bajo la dirección de Juande Ramos 'Sevilla' por primera vez en su historia, se convierte en el dueño de la Copa de la UEFA, venciendo en la final al Inglés "Middlesbrough" con el marcador 4: 0. Esto es seguido por nuevos éxitos del

club - primero ganó la Supercopa de la UEFA en el "Barcelona" (3: 0) en la Copa Española de 2006/07, "Sevilla" es el ganador y se convierte en el tercero en los equipos y repite su éxito en Europa - volvió a ganar la Copa de la UEFA en esta vez en una definición por penaltis en el partido con otro equipo español - "Espanyol". Además, el club ganó su primera Supercopa española.

En la temporada 2013/14, "Sevilla" tuvo éxito en Europa – ganó la copa de la Europa League. En la temporada 2014/15, Sevilla, bajo la dirección de Emery volvió a ganar de forma consecutiva la Europa League, esta vez, venciendo en la final al club ucraniano "Dnipro" y se convirtió en el primer club en ganar la Copa de la UEFA / UEFA Europa League por cuarta vez.

En el verano de 2015, el Sevilla FC fichó al centrocampista ucraniano Evgeniy Konoplyanka, que durante muchos años jugó para el FC Dnipro.

Zhmak I.
Tavria State Agrotechnological University
Scientific supervisor: O.O. Kravets

FOREIGN LANGUAGE AS A MEANS OF DEVELOPMENT OF FUTURE SPECIALIST'S COMMUNICATIVE COMPETENCE

Nowadays Ukrainian higher education is realized in the conditions of globalization, new communicative technologies, increasing of the competing process and commercialization. Due to this an educational significance of learning foreign languages has increased it increased people's motivation. In our world of reforms, it is very important to achieve modern strategies in higher education and their competence of society. Nowadays we can observe the growth of higher educational establishments and entrepreneurships in the world. We will have the possibility to travel, to work and study abroad if we have communicative competence which includes the ability to establish business and tolerant relations, to express your opinion, to find a way out of the conflict situations. So the attitude to the teaching of foreign languages must be changed, the new motivating strategies should be created.

This problem was observed by such scholars as N.V. Bordovska, A.A. Leontiev, V. Litlvud, A.K. Michalski, R.P. Milrud, I.R. Maximov, Y.I. Belt, E. Pifo, G. Uidousan, L.A. Shypylina and others. In our article we refer to Bobyleva's A. work "The Communicative approach as a method of enhancing the creative possibilities of the person".

The purpose of our thesis is to define the special communicative students' competence in University.

Foreign language is one of the instruments of bringing up of modern specialists. The means of the international communication language can form bilingual sociocultural competence, which help to bring up such students' qualities as tolerance, patience, open-mindedness for the representatives of other countries and cultures, etc. (National ESP Curriculum)

Formation of unique European background of educational system according to the Bologna declaration focuses on the following priorities for future economists: to prepare the specialist for labour market, to form the position of an active citizen, to develop an individual. Higher educational institutions must prepare specialists with fundamental knowledge and flexibility in labour market.

Future specialists overall development, formation of their moral, cultural, professional qualities are the priorities of modern governmental educational politics.

Modern theory of the preparing of economists stipulates changes in social economic life of the country and the globalization of the world economics, transformation of professional functions and the status of the economist in new social economic world.

According to the scientific works of Glebova A. having a good command of a foreign language is the most important part of future professional economist's activity. Knowing foreign language helps us to make contacts with foreign partners, get to know the world progress in the sphere of professional activity and use it in professional practice.

Effectiveness of using of communicative technologies in formation of student's readiness to speak foreign language depends on teaching conditions: using of imitative and interactive methods; the change of teacher's and student's role as owner of educational roles and active and equal participants in foreign language communicative situations; using of individual and differentiate tasks.

The main condition of studying is to form its model with communicative organization, which provides a chance to use knowledge of a foreign language in communicative situations, to make a communicative atmosphere. The main goal is to practice students' special speaking skills in economics in different monologues and dialogues.

Students' teaching process should be directed to realizing of communicative business and economic tasks, their participation in different types of activity, which are closer to professional communicative situations.

Learning English language directs to the improvement of economists' professional skills: prediction of communicative situations according to the appropriate type of communicative behavior for formal communication and for achieving professional results; be good at professionally orientated dialogues and speech etiquette. (National ESP Curriculum)

In general, teaching the foreign language the students of Economics departments directs to improvement of speaking skills, development of skills on the ground of professionally oriented teaching material.

The development of young professional personality and the development of their communication and language skills should take place with the development of our country. As we are going to enter to European space studying at least one of the foreign languages, especially English, is an extremely important process. This is especially true for future managers, economists, financiers, marketers who need to understand the importance of their profession and realize that they will have their job not only to show their professional skills, but also for finding a common language with foreign

partners quickly. Therefore, in my opinion, universities should pay great attention to the studying of a foreign language for professional purposes.

СЕКЦІЯ ТРЕТЯ

КОМП'ЮТЕРНІ НАУКИ І ІННОВАЦІЙНІ ТЕХНОЛОГІЇ

Bespalenkova A.
Nationale Bergbauuniversität der Ukraine
Sprachliche Beratung: I. L. Kabachenko

VISUELLE KOMMUNIKATION

Das menschliche Gehirn ist ein interessantes Ding. Es ist immens effizient, verfügt mindestens über die Rechenkapazität eines modernen Supercomputers und ein scheinbar unendliches Speichervolumen. Es nimmt permanent und in Windeseile neue Informationen auf, verarbeitet sie weiter, legt sie als Erinnerung ab oder leitet eine koordinierte Reaktion ein.

Visuelle Kommunikation bestimmt unser Leben. Klar, denn dazu zählen nicht nur Symbole und Bilder, sondern beinahe alle Formen der nonverbalen Kommunikation. Zum Beispiel kommunizieren wir – bewusst oder unbewusst – durchgängig durch Gestik und Mimik mit unserer Umwelt. Körperhaltung, Gesichtsausdruck oder Bewegungen sind entscheidende Informationsträger.

Bilder sagen mehr als viele tausend Worte. Ein Bild sagt um ein Vielfaches mehr. Das liegt schlicht daran, dass unser Gehirn Bilder wesentlich schneller erfassen kann als Text. Dasselbe gilt für Symbole. Um ihre Bedeutung zu erfassen, benötigen wir lediglich einen kurzen Blick. Zumindest, wenn es sich dabei um Symbole handelt, die uns aus de Alltag geläufig sind.

Visuelle Eindrücke – dazu gehört alles, was wir mit unseren Augen erfassen, also auch Schrift, Symbole und Bilder – bleiben deutlich besser im Gedächtnis als Gehörtes. Kaum überraschend: Je mehr wir uns mit etwas beschäftigen, desto besser können wir es uns merken.

Kommunikation mit Symbolen hat eine lange Geschichte. Die ersten Zeugnisse der Kommunikation mithilfe von Symbolen reichen ca. 40.000 Jahre zurück. Bereits die frühen Cro-Magnon-Menschen hielten Jagdszenen an Höhlenwänden fest und bemalten ihre Körper. Man vermutet, dass es sich dabei um religiöse Praktiken handelte. Im Laufe der Zeit entwickelten verschiedene Hochkulturen diese einfachen Zeichnungen immer weiter und gaben ihnen je charakteristische Züge. Ca. 3300 v. Chr. entwickelte sich in Mesopotamien schließlich die erste Schrift, bestehende aus ungefähr 900 Piktogrammen. Die Unterscheidung zwischen Schrift und reinen Symbolen war entstanden.

Wir verarbeiten Bilder schneller als Text, wir merken sie uns besser als reinen Text, Bilder werden seit jeher zur Kommunikation genutzt. Gerade die ersten beiden

Punkte machen Bilder und Symbole zum unverzichtbaren Element in der Kommunikation von Unternehmen. Wer möchte, dass seine Botschaft schnell aufgenommen wird und beim Betrachter haften bleibt, kommt an visueller Kommunikation mit Bildern – dazu gehören auch Videos – nicht vorbei. Schließlich wird gerade Werbung oftmals nur flüchtig überflogen und muss innerhalb extrem kurzer Zeit ihre Wirkung entfalten können.

Bobrovnyk R.
Tavria State Agrotechnological University, Melitopol
Scientific supervisor: Shcherbyna V.M.
Language adviser: Symonenko S.V.

DEVELOPMENT OF SOFTWARE MODULE FOR ACCOUNTING AND PLANNING OF TECHNICAL SERVICE

The agricultural sector plays a crucial role in the material production. Humanity exists primarily because developing agriculture, the main function of which is to provide people with food, without which they cannnot live, work and function.

The topicality of the problem is caused by the issue of machinery functioning, due to the maintenance conducted untimely or not conducted at all, at the right time for us.

In this regard, there is a need for automation of accounting and planning of technical service of machine and tractor fleet in large farms with the aim to improve flushing and reduce the risk of vehicle damage in seasonal works.

The aim of this work is to develop a software module for accounting and planning of technical service of machine and tractor fleet in the farm.

Using this module (Fig. 1) a user is able to control the progress of technical service. He can click with the mouse on the necessary important item. Before he sends the equipment on a business trip or s field work a supervisor must see if machinery is free at present. If the times of the standards exceed the rates the program will put a check mark for passing the necessary technical service and engineer will notify the driver of the need to check the machine.

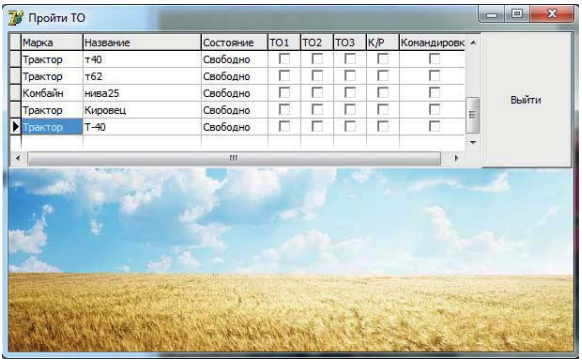

Fig. 1. Window for checking a need of technical service.

In the form of the window in Fig. 2 a user can view completed technical service of the corresponding machinery and time for further analysis.

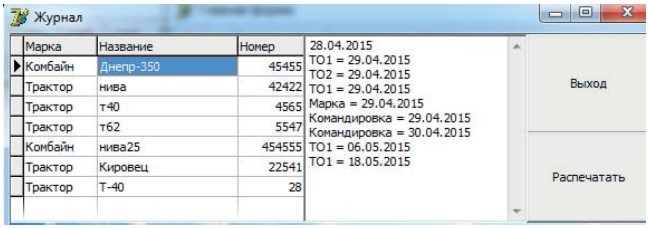

Fig. 2. Technical details of completed technical service.

Farms play an important role at the national level. If there are such companies, the country provides itself with bread. Automated accounting and planning for a machine-tractor fleet is necessary to avoid critical vehicle breakdowns or unforeseen breakdowns when the machinery is required for work.

Introduction of the software module will reduce the risk of unplanned malfunctions, and thus will increase the productivity of a machine-tractor fleet in the enterprise.

Brazhnyk A.
National Mining University
Scientific supervisor: S.A. Us
Language advisor: L.P. Zaika

DEVELOPING OF INFORMATION TECHNOLOGIES FOR MODERN BUSINESS

In a modern economy all the organizations that can not use properly their information assets are failing, so in order to become successful they have to pay much

more attention at information management development. IT sphere became strongly linked to business sphere, so they have to develop in conjunction.

The main purpose of information management is to use all innovations of IT sphere for collection of data that can develop and manage organization work.

Information is a main key for understanding of customers and market needs. It can improve business performance and identify new opportunities.

The main problem is that complex data requires developing of new comprehensive tools that have to be easy in use for people who need them in a company, but be secure from strangers.

Reasons to have a good information system in organization:

1. Improve efficiency and productivity. Good management program allows to not waste time for non-productive searching. This program that will have clear correct data can save a lot of time that can be used for productive and efficient work. Well designed and operated filing system with an effective index can facilitate retrieval and deliver information to users as quickly as they need it.
2. Reduce operating costs. One good management program allows save space in offices, and decrease of using stationeries. Employees will not need to print data for inside use, because all the departments can access all data that they need.
3. Vital data preserving. Important records have to be saved and secured. Good Management program can preserve all vital data automatically so in a case of problem all important information can be restored.
4. Improve cooperation between departments. One program for all departments with updated data saves a lot of time and allows avoiding misunderstanding between different departments in organization. It will also decrease a possibility of mistakes.
5. Promotes professionalism. Good IT program will increase motivation of employees as they will see that they work in a modern company that uses only latest innovations for their better work.
6. Make easier decision making process. Manager that has an access to the latest relevant information will make decisions faster that increase organization work. Decisions will be more grounded and less mistaken. Also, manager will have an opportunity to access old data, that is relevant to current problem and see what was done with that problem before.

Effective information system provides a framework for organizations to evaluate themselves relative to these dimensions. It allows companies to become more comprehensive on a market. Using of IT can maximize the value and impact of information as a strategic corporate asset to gain competitive advantage.

Implementing of the newest technologies in a company saves time and increase profit of organization, improve it efficiency and image, make it comprehensive and competitor. Getting of newest IT Management Program helps to reduce costs, allows understand your customer needs better enable organization to react more swiftly and quickly to new opportunities.

Chernysh A.
Tavria State Agrotechnological University
Language adviser: S.V. Symonenko

SOFTWARE MODULE FOR ACCOUNTING OF SOIL CULTIVATION PROCESS CHARTS

One reason for the instability of agricultural production is a sharp decline in crop yields, which was due to non-observance of technological discipline. Therefore, an important problem for agricultural firms is to increase the technological level of agricultural production and the use of economic methods of management.

A process chart is a standardized document containing the necessary information, instructions for personnel performing certain manufacturing processes or technical service. Typically, a process chart is made for each object separately and executed in a table. In one process chart different but similar object model can be considered. A process chart is made by company technical services and approved by the head company (chief engineer, chief agronomist).

The department of agriculture develops a process map. Filling the document requires precise calculations and large volume of reference documents, it makes filling cards a long operation that requires a large amount of time.

The module for development of process charts solves the large range of tasks: calculation of production, the amount of work, charge. One can also point out the task execution of process chart according to the current document, which is necessary to facilitate labor of agronomists for completing the process maps. Filling the process chart is an essential part of work of agronomists.

The main difficulty at this stage is work with large volume of reference documents. This class of works is fairly well automated, so the software stages and the structure were worked out. Decisions concerning the implementation of the software will help to organize an information system easily. For designing software module the language and the platform C # Visual Studio were selected

Figure 1 shows the electronic document "Technology Map" (Figure 1). When you create a process chart a user selects chart fields, then you must select the field. Information is entered into the appropriate fields of the cell.

Filling the chart is as follows:

1. Selecting the operation.
2. Installation the start date and duration.
3. Calculation of work.
4. Selection of operation.
5. Setting the start date and duration.
6. Calculation of work.
7. Selection of the composition of the unit.
8. Appointment of machine number.
9. Choosing the recommended speed.
10. Appointment of machine and number of additional employees.

11. The calculation of output and fuel consumption.
12. Calculation of fees.
13. Calculation of fees for the rate.

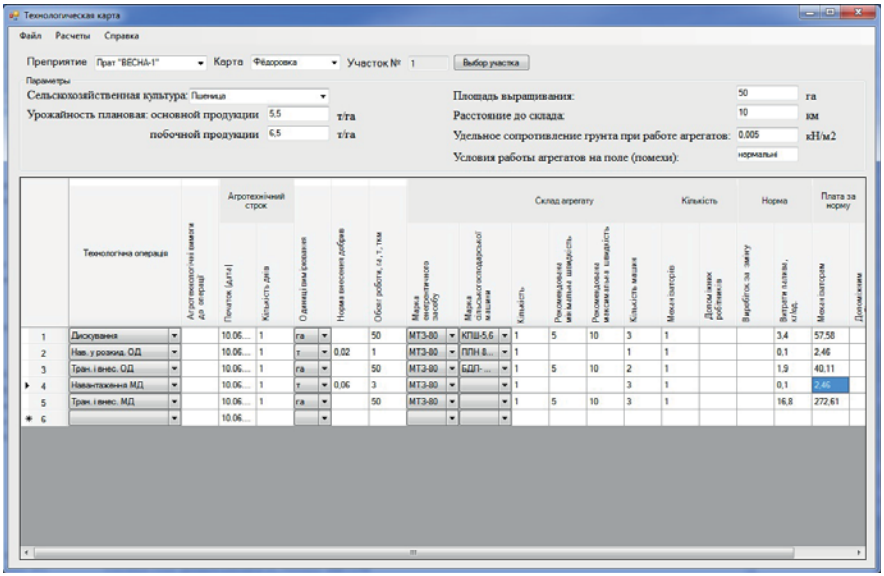

Fig. 1. Process chart

The software module helped to solve the issue of automation of the development process of soil cultivation process charts. Thanks to the solution the implementation of software in the process was successful.

Application of the software module will improve the development of process charts, namely will reduce spent time and will improve the accuracy of calculations successfully.

Fedorenko D,
Teplova A.
Nationale Bergbauuniversität
Sprachbericht: I.V. Khurtak

GALLIUMARSENID-CHIPS

In den Entwicklungszentren führender Halbleiterhersteller helfen Computer den Ingenieuren, jene kommenden Rechnergenerationen zu entwickeln, denen sie einst selber werden weichen müssen. Und dabei müssen sie, die ja alle aus Silizium-Chips aufgebaut sind, sogar ihr ureigenstes Wesen verleugnen. In einigen Jahren schon dürften die ersten Chips auf Galliumarsenid-Basis in neuen Systemen der praktischen Nutzanwendung zugeführt werden.

Galliumarsenid verspricht im Vergleich zu herkömmlichen Silizium-Chips vor allem eine Steigerung der Arbeitsgeschwindigkeit um etwa den Faktor 30, prognostizieren die Fürsprecher dieser neuen Entwicklungslinie. Damit dürften sie vor allem für schnelle Echtzeit-Computer interessant werden, mit denen man so etwa in zehn Jahren rechnet.

Warum versteifte die Halbleiter-Welt sich bislang eigentlich so sehr auf Silizium als Chip-Basiswerkstoff? - Das hat vor allem zwei Gründe: Silizium läßt sich mit bestimmten Materialien "verunreinigen" beziehungsweise "dotieren", wie der Fachausdruck lautet; die Dotierung erst macht es zum Halbleiter mit jeweils ganz spezifischen Eigenschaften. Zweitens sind Silizium-Zylinder dank der typischen Si-Kristallstruktur relativ leicht in die dünnen Wafer-Scheiben, aus denen die einzelnen Chips später ausgeschnitten werden, zu zersägen.

Schaltkreise auf Galliumarsenid-Basis lassen sich im Prinzip genauso aufbauen wie die bekannten Silizium-Chips: In den vorgesehenen Zonen werden mittels Projektion von Schaltkreis-Masken positiv und negativ dotierte Halbleiter-Strukturen erzeugt. Doch während im schnellsten heutigen Silizium-Chip etwa 300 Picosekunden. (10E-12 s) verstreichen, eine ein Signal ein logisches Gatter passiert hat, dauert das im entsprechenden Galliumarsenid-Chip bloß 10 Picosekunden, erläutern Fachleute. In dieser Zeit legt ein Lichtstrahl gerade drei Millimeter zurück.

Trotz dieses Geschwindigkeitsvorteils schreckten bislang die Probleme beim Herstellen von Galliumarsenid-Chips die Entwicklungsteams: Nicht nur, daß dieses Material teurer als Silizium ist, auch in der Bearbeitung, der Reinigung beispielsweise, sowie beim Aufbringen der einzelnen Schaltkreisstrukturen zeigt es sich vergleichsweise sperrig.

Doch kürzlich hat Rockwell nun Versuchsmuster vorgestellt, die pro Chip 70 logische Gatter umfassen. Sie sind die Vorläufer weiterentwickelter Versionen, die wohl Anfang nächsten Jahres zu erwarten sind und die dann bereits die zehnfache Zahl von Gattern aufweisen sollen.

Diese neuen Bauelemente dürften zunächst wohl in der Nachrichtentechnik Verwendung finden, spekuliert man in der Elektronik-Fachwelt; später ist an ihren Einsatz als schneller Speicher für Logik-Schaltungen zu denken. In den Super-Rechnern kommender Jahre, die statt heute 100 dann etwa 250 Millionen Instruktionen pro Sekunde ausführen können, könnten Galliumarsenid-Chips bereits vielfach vertreten sein, prognostizieren Sachkenner.

Neben Rockwell befassen sich übrigens auch Unternehmen wie Univac, Hewlett-Packard und - natürlich IBM mit dem heute noch exotisch anmutenden neuen Computer-Material. Sicher förderlich für die Entwicklung dürfte es ein, dass US-Militärs die Entwicklung "schneller" Chips, vor allem für Radar- und Waffenleitsysteme, in den kommenden sechs Jahren mit 200 Millionen Dollar unterstützen wollen.

Besonders interessant verspricht in Zukunft der "Wettlauf" zwischen Galliumarsenid- und Josephson-Schaltkreisen zu werden, wie vor allem IBM sie zu favorisieren scheint. Denn letztere versprechen gleichfalls kürzeste Verarbeitungszeiten, benötigen aber aufwendige Kühlanlagen: Sie arbeiten nur nahe

dem absoluten Nullpunkt. Man darf gespannt sein, welche Varianten sich auf welchen Einsatzgebieten werden durchsetzen.

Hula Zh.
National Mining University
Scientific supervisor: D.S. Timofeyev
Language adviser: S.I. Kostrytska

METHODS OF UNAUTHORIZED ACCESS THROUGH THE COMMUNICATION CHANNELS

The problem of studying the methods of unauthorized access through the communication channels in the 21st century is very relevant, because using the digital communication is becoming stronger nowadays. Therefore, the knowledge of the methods in question is a very necessary process. It requires a new scientific aproach and theoretical justification. It is very important for everyone to know what to protect from.

The purpose of the presentation is to analyze the methods by which unauthorized access through the communication channels via Caller ID is conducted.

The relevance of the research is determined by the lack of the scientific point of view on the methods of unauthorized access through the Caller ID.

For many people it is just a simple way to stay "online". However, for the hackers it is, first of all, a way of communication without a clearly fixed number of the addressing. Therefore, the problem of the information protection is a very important issue.

Caller ID (caller identification, CID) is a telephone service available in analog and digital phone systems. Besides, it is voice over Internet Protocol (VoIP) applications. It transmits a caller's number to the calling party's telephone equipment during the ringing signal.

Modern digital (transit) stations are equipped with the necessary equipment for CID-service. This fact allows the network subscriber to see the caller's number to the automatic telephone exchange without checking. So, there is a big variety of the unauthorized access.

Three main ways by which unauthorized access through the communication channels via Caller ID is conducted are considered in our research.

Voice XML is a programming language, based on XML-grammar that allows the creation of the applications that can manipulate the information available to users via voice and phone. The world's largest companies participate in developing VXML, such as AT&T, IBM, Lucent and Motorola. To make an access it is necessary to find a service which is using Voice XML, and then write a script that substitutes CID.

In some companies there is a system that helps a human operator to connect a user with the caller. If voice is changed with the help of the Voice Changer, a user can politely communicate with the operator and ask him/her to inscribe telephone number as CID. Then, the access is done.

One of the main purposes of using the CID is basic authentication. When using the voice mail, the client authentication is occurring by using CID. Caller ID Spoofing allows a user to bypass the authentication and listen to somebody`s voice mail.

The following services nowadays are relevant to substitute CID:

1. Spoofcard - service, which, in addition to the standard options, involves an integrated voice recorder, an application to the vote changing, and a web interface for a call control.

2. Telespoof - one of the oldest services that offers stable connection and competent technical support.

3. Spooftel - web interface including different international zones for calling.

4. Talkety - service with free registration that gives 10 minutes to test without paying.

In our report we consider the main ways with the help of which unauthorized access through the communication channels via Caller ID is conducted.

In conclusion we would like to emphasize that there are special ways to detect the connection of different devices that can allow unauthorized access through the communication channels to the line. Taking into account the situation described above, we can find people who try to violate the security of information.

The main thing in catching the phone hackers is the complex MultiFAM that can test 120 numbers per hour.

If we want to be able to protect the information correctly, we need to learn the methods of unauthorized access through the communication channels. Because of the facts mentioned above the information security is one of the most important principles of the existence of the modern society.

Karakay V.
National Mining University
Scientific supervisor: A.V. Shchurov

OFFSHORE DRILLING

We live on the Earth. The Earth provides people with mineral resources, forests and fields, hills and mountains. Different animals and birds live here and different plants grow on it. Everything that makes the foundation of industrial and agricultural production. The aim of our research is to motivate the scientific audience to create green power sources to protect the natural wealth and to use it in a more careful and economical manner for the present and future generations' sake.

Until the recent time the planet was a large world in which human activities and the nature existed in balance. But the development of industry has had an impact onto the nature of the whole world. People often do things that pollute great squares of land and water. It is very dangerous because the pollutants and chemicals damage the human health.

One of the most topical and pressing today's problem is mining.

The problem of extracting oil and gas is currently relevant to the modern society. Oil and gas are the most important raw materials, the possession of which determines

the ways of our evolution. Many countries are dependent upon the oil and gas market prices. They make the price more than 90%, comprising all minerals extracted from the seabed, and the operators will be pressing their production capacities in the nearest future. As a result, the offshore oil and gas production is rising dramatically.

Oil belongs to the non-renewable resources and it is a leader in the global energy sector.

In general, there are about 400 oil and gas offshore wells characterized by the high production raise over the past 15 years; the offshore drilling began to use mobile decks equipped with add-on rigs for better extraction.

The most important environmental problem is the pollution of the seas. When realizing the discharge of the pollutants into the marine environment, that leads to the mutations not only of the benthic flora and fauna but also to the treats against the human health, the problem of the water quality becomes one of the essential.

Oil is the most resistant water pollutant. It is one of the main dangers to human health. Every year the sea comes from 6 to 10 million tons of oil. The environmental impact of oil pollution is following: disrupted photosynthesis, death primarily of eggs, fry, young fish, the emergence of non-viable species and their reduced diversity, and the waterfowl death. Annually oceans receive 6-15 million tons of oil and petrol.

Cleaning methods for the ocean waters are: localization areas, burning in localized areas, and the removal by using sand and treated special composite materials.

Despite the tremendous achievements of modern science, it is impossible to eliminate certain types of chemical and radioactive pollution.

Therefore, the activity of various environmental organizations helps to improve the situation. They call on people to use the natural wealth carefully and economically and to protect it better for the present and future generations' sake. So green power sources are the method to solve this problem.

Has the time to take care about our home, our Earth, begun? It means keeping our environment clean. Everybody must do their best to keep land, air and water clean. Environmental protection is of a universal concern.

Khvorova A.
Nationale Bergbau Universität der Ukraine
Sprachliche Beratung: Korotkova S.V.

NANOTECHNOLOGIE IN DER MEDIZIN

Die Nanotechnologie, oft auch Nanotechnik, gründet auf der allen Nano-Forschungsgebieten zu Grunde liegenden gleichen Größenordnung der Nanoteilchen vom Einzel-Atom bis zu einer Strukturgröße von 100 Nanometern (nm): ein Nanometer ist ein Milliardstel Meter (10−9 m). Diese Größenordnung bezeichnet einen Grenzbereich, in dem die Oberflächeneigenschaften gegenüber den Volumeneigenschaften der Materialien eine immer größere Rolle spielen und zunehmend quantenphysikalische Effekte berücksichtigt werden müssen. In der Nanotechnologie stößt man also zu Längenskalen vor, auf denen besonders die Größe

die Eigenschaften eines Objektes bestimmt. Man spricht von „größeninduzierten Funktionalitäten“.

Die Nanotechnologie gilt als eine der Schlüsseltechnologie des 21. Jahrhunderts, weil sie neue Möglichkeiten für die gezielte Verwendung kleinster Strukturen bietet. In einigen Bereichen gibt es bereits praktische Anwendungen, bei der Veredelung von Oberflächen. Doch in Zukunft dürften viele weitere Möglichkeiten hinzukommen, so auch in der Medizin.

Schneller, früher und genauer sollen Krankheiten dank den Nanowissenschaften diagnostiziert werden können. Auch verbesserte Therapien werden mittel- und langfristig in Aussicht gestellt. Doch neben Chancen birgt die Nanotechnologie auch Risiken. Wie sicher ist beispielsweise die Anwendung von Nanopartikeln im menschlichen Körper? Über allfällige schädliche Eigenschaften dieser Substanzen (Nanotoxizität) weiß man noch wenig.

Zielsetzungen der Studie:

- überblick über derzeitige und zukünftige Anwendungsbereiche der Nanotechnologie in der Medizin schaffen;
- mittelfristig realisierbare Anwendungen von visionären Ideen trennen;
- medizinische, gesellschaftliche und ethische Aspekte der Nanotechnologie bei mittelfristig realisierbaren Anwendungen aufzeigen;
- erörtern, welche möglichen Kontroversen und Konfliktpotenziale bei der Anwendung der Nanotechnologie in der Medizin auftreten könnten;
- bestehende Regelungen hinsichtlich der zu erwartenden nanotechnologischen Anwendungen auf allfällige Defizite überprüfen;
- eine Diskussion zu humanwissenschaftlichen, gesellschaftspolitischen, kulturellen, rechtlichen und weiteren Konsequenzen führen;
- Empfehlungen für Forschung, Ärzteschaft, Patienten und Patienten und Politik erarbeiten.

Man sollte jedoch „vorsichtig optimistisch“ sein, da viele in Tierversuchen vielversprechende Anwendungen bei Tests am Patienten versagten. Dennoch dürfen insbesondere realistische Erwartungen in durch nanotechnologische Entwicklungen verbesserte bildgebende Verfahren zur Überwachung der individuellen Reaktion im Sinne einer personalisierteren und wirksameren Medizin gesetzt werden.

Kirpa T.
Nationale Bergbauuniversität der Ukraine
Sprachliche Beratung: I. L. Kabatschenko

SMARTWATCHES UND ANDERE WEARABLES

Im Zusammenhang mit den hochaktuell gewordenen Smartwatches wird immer wieder von «intelligenten Uhren» gesprochen. Dieser Begriff ergab sich aus einer linguistisch wenig einfühlsamen Übersetzung des englischen «smart».

Doch bei der Intelligenz der Smartwatches hapert es. Zugegeben, der Begriff «Intelligenz» ist flau. Sicher umfasst er aber das Verstehen und das kreative Formulieren abstrakter Beziehungen sprachlicher, formallogischer und

mathematischer Art, das Bewältigen neuartiger Situationen, die Fähigkeit, Probleme zu lösen und Assoziationen zu erstellen, räumlich zu denken und Folgerungen zu ziehen. Nun beherrscht selbst die raffinierteste Smartwatch nicht einmal eines dieser Dinge. Sie ist nicht intelligent – doch smart ist sie zweifellos.

Auf den Markt drängen heute mehrere Typen von Wearables, deren Funktionen sich häufig überschneiden. Die sogenannten Fitness-Tracker sehen meistens aus wie ein schlankes Armband und messen primär physiologische Daten wie Herzfrequenz, Schrittzahl, Kalorienverbrauch und Schlafqualität; oft bekommt man auch die genaue Zeit. Falls der Fitness-Tracker über Bluetooth mit einem Smartphone verbunden ist, werden auf dem Display auch die eintreffenden Telefonanrufe, E-Mails, SMS und so weiter angezeigt. Fitness-Tracker sind in der Regel nur halb so teuer wie eine Smartwatch. – Die meisten «echten» Smartwatches andererseits sind als Aussenstationen oder Terminals des Smartphones konzipiert. Letzteres steckt man in die Tasche und hat nun am Handgelenk die wichtigsten Uhren- und Kommunikationsfunktionen auf einer beliebig einfärbbaren, hochauflösenden Anzeige. Es gibt aber auch Smartwatches (und Fitness-Tracker), die unabhängig vom Smartphone funktionieren und eine beschränkte Auswahl von Funktionen anbieten. – Genaugenommen ist die Smartwatch eine Computer-Uhr, bei welcher nicht nur die Zeit, sondern zahlreiche weitere Informationen auf einem das Zifferblatt ersetzenden Farbdisplay des OLED-Typs (organische Leuchtdioden) oder auf elektronischem Papier angezeigt werden. In Bezug auf die Zeit erhält man nicht nur Stunde, Minute und Sekunde, sondern unter Umständen auch Timer, Alarm, Chronograf, Weltzeit, Kalender, Mondphasen, Sonnenauf- und -untergang, Planetarium.

Von den Smartwatches wird die Zeit mit der Genauigkeit von Atomuhren angezeigt, indem sie entweder vom Telefonsystem oder von den GPS-Satelliten bezogen wird. Nicht mehr horologischer Art sind Informationen wie Wetter, Sportresultate, Börsenkurse, Agenda, Musik und GPS. Dazu kommen Telefon, E-Mail, SMS, soziale Netzwerke und Diktiergerät. Sodann gibt es eine Smartwatch, mit der man bezahlen kann, ohne Papier- oder Plasticgeld. Die meisten Smartwatches enthalten auch Fitness-Tracker-Funktionen.

Mit der Verdrängung des Handys durch das Smartphone wurde Letzteres aufgrund seines kompletten Angebots an Telekommunikationsfunktionen geradezu lebenswichtig. Man trägt es darum ständig in der linken Hand, die für nichts anderes mehr zu gebrauchen ist.

Mit der Smartwatch wird dieses neue «Lähmungs-Syndrom» geheilt: Nun trägt man die Smartwatch am Handgelenk, sie fungiert als Aussenstation und Terminal des Smartphones, mit dem sie drahtlos (das heisst per Bluetooth) verbunden ist und das nun meistens in der Tasche bleibt. Das wirklich praktische Wearable-Konzept wird sich vermutlich durchsetzen – so, wie die Armbanduhr ab den 1920er Jahren die Taschenuhr unwiderruflich verdrängte.

Konovalov M.,
Marchencko A.,
Mostovoi U.
National Maining University
Scientific supervisor: D.V. Slavinskiy
Language adviser: L.A. Zaika

ETHERNET TECHNOLOGY

Ethernet was developed at Xerox PARC between 1973 and 1974. It was inspired by ALOHAnet, which Robert Metcalfehad studied as part of his PhD dissertation. The idea was first documented in a memo that Metcalfe wrote on May 22, 1973, where he named it after the disproven luminiferous ether as an "omnipresent, completely-passive medium for the propagation of electromagnetic waves". In 1975, Xerox filed a patent application listing Metcalfe, David Boggs, Chuck Thacker, and Butler Lampson as inventors. In 1976, after the system was deployed at PARC, Metcalfe and Boggs published a seminal paper. Metcalfe left Xerox in June 1979 to form 3Com. He convinced Digital Equipment Corporation (DEC), Intel, and Xerox to work together to promote Ethernet as a standard. The so-called "DIX" standard, for "Digital/Intel/Xerox", specified 10 Mbit/s Ethernet, with 48-bit destination and source addresses and a global 16-bit Ethertype-type field. It was published on September 30, 1980 as "The Ethernet, A Local Area Network. Data Link Layer and Physical Layer Specifications". Version 2 was published in November, 1982 and defines what has become known as Ethernet II. Formal standardization effortsproceeded at the same time and resulted in the publication of IEEE 802.3 on June 23, 1983 .

Ethernet initially competed with two largely proprietary systems, Token Ring and Token Bus. Because Ethernet was able to adapt to market realities and shift to inexpensive and ubiquitous twisted pair wiring, these proprietary protocols soon found themselves competing in a market inundated by Ethernet products, and, by the end of the 1980s, Ethernet was clearly the dominant network technology. In the process, 3Com became a major company. 3Com shipped its first 10 Mbit/s Ethernet 3C100 NIC in March 1981, and that year started selling adapters for PDP-11s and VAXes, as well as Multibus-based Intel and Sun Microsystemscomputers. This was followed quickly by DEC's Unibus to Ethernet adapter, which DEC sold and used internally to build its own corporate network, which reached over 10,000 nodes by 1986, making it one of the largest computer networks in the world at that time. An Ethernet adapter card for the IBM PC was released in 1982, and, by 1985, 3Com had sold 100,000. By the early 1990s, Ethernet became so prevalent that it was a must-have feature for modern computers, and Ethernet ports began to appear on some PCs and most workstations. This process was greatly sped up with the introduction of 10BASE-T and its relatively small modular connector, at which point Ethernet ports appeared even on low-end motherboards.

Since then, Ethernet technology has evolved to meet new bandwidth and market requirements. In addition to computers, Ethernet is now used to interconnect appliances and other personal devices. It is used in industrial applications and is quickly replacing

legacy data transmission systems in the world's telecommunications networks.By 2010, the market for Ethernet equipment amounted to over $16 billion per year.

First:

The Ethernet physical layer evolved over a considerable time span and encompasses coaxial, twisted pair and fiber-optic physical media interfaces, with speeds from 10 Mbit/s to 100 G bit/s. The first introduction of twisted-pair CSMA/CD was Star LAN, standardized as 802.3 1BASE5;

Second:

In IEEE 802.3, a data gram is called a packet or frame. Packet is used to describe the overall transmission unit and includes the preamble, start frame delimiter and carrier extension (if present).[j] The frame begins after the start frame delimiter with a frame header featuring source and destination MAC addresses. The middle section of the frame consists of payload data including any headers for other protocols (for example, Internet Protocol) carried in the frame. The frame ends with a 32-bit cyclic redundancy check, which is used to detect corruption of data in transit. Notably, Ethernet packets have no time-to-live field, leading to possible problems in the presence of a switching loop. Auto Negotiation is the procedure by which two connected devices choose common transmission parameters, e.g. speed and duplex mode. Auto Negotiation is an optional feature, first introduced with 100BASE-TX, while it is also backward compatible with 10BASE-T. Auto Negotiation is mandatory for 1000BASE-T.

Thus, taking into account all the above, we can conclude that, at least within the next five years for the development of networks will be directed towards the ubiquitous standard 10 Gigabit Ethernet. However, at present it is hardly possible to find an application that would have required this capacity. Opportunities gigabit network is more than enough to transmit multiple streams of high definition video in real time, not to mention the 10 Gigabit Ethernet. However, this should not be a deterrent to the introduction of new technologies .

Lozovskaia E.,
Slobodian A.
Alfred Nobel University
Scientific supervisor: Y. K. Taranenko
Language supervisor: Paul Bradbeer

INFORMATION TECHNOLOGY: PRESENT AND FUTURE

It is a well-known fact that applied linguistics is a branch of linguistics, which develops methods and techniques for solving practical problems associated with the use of human (not of artificial) language in various spheres of human activity.

Nowadays, it is impossible to imagine life without using information technology, even in the past, people could not live without radio.

Time has passed, and information technologies are developing faster and faster. Now, we live in a world of new information technologies.

As we know, information technology is the knowledge of the handling, storage and recording of information. The ability to distribute huge blocks of information all over the world - this is its main task.

Thanks to computer technology and the Internet, everything is available for us. For example, to buy a plane ticket, we don't need to visit a travel agent, we only need to press a couple of buttons, and the ticket is already booked.

Taking into account everything aforesaid, there is a question, what will happen to information technologies in the future, if they have already attained such a high level of development now? Let us think about it.

We will imagine that scientists, creating a robot Dick, have loaded in this android's software the memory of a dead author, and also his dialogues with other writers. If we set the same question to a robot as was set to the author in the real life, then the robot will be able to answer the question the same as the writer. Besides this, a robot is able to answer a row of stumpers which would baffle specialists in any subject. Imagine that the colloquial capabilities of Dick`s Android were put to the test in an interview with a reporter from PBS NOVA. When the robot was asked: "Do you believe that robots will take over the world"? Android Dick answered: "Everybody in society has important questions in preparation of food for today. But you are my friend, so I will remember my friends, and I will be kind to you. So do not worry. Even if I transform into Terminator, then I will still be kind to you. I will keep you in my warm and safe zoo for people, where I will be able look after you.

To sum up this imaginary, but fully plausible, experiment, it is possible to understand that maybe, it is necessary for scientists to develop technologies in order to help mankind, make his life simple, but not in order to fully replace humans. But this is just our opinion, and we cannot assert that it really so.

In conclusion, it is possible to say that information technologies in our time really are an inalienable part of our development, they help us in the different aspects of our life, make our life simple, but it is unknown what it will lead to the future. Our aspiration to "live up" the metal, may show us that we really will live in a Zoo for people, or that this just a prejudice, and that development of new technologies must go full speed ahead. It is hard to say. Time will show us, and we can only wait, and watch the development of technologies, and the consequences that it brings.

Lukyanenko G.
Nationale Bergbauuniversität der Ukraine
Sprachliche Beratung: I. L. Kabachenko

ERNEUERBARE ENERGIEN

Fossile Brennstoffe wie Kohle oder Erdöl gehen langsam, aber sicher zu Ende. Nach Berechnungen vieler Experten lässt sich zum Beispiel die derzeitige Erdöl-Förderrate nicht mehr steigern. Gleichzeitig wird der Klimawandel immer deutlicher.

Saubere Energiequellen. Die Meldungen über schmelzende Gletscher, immer häufigere Wetterkapriolen, austrocknende Flüsse sind an der Tagesordnung. Der

Mensch ist gezwungen, nicht nur Energie zu sparen, sondern sie auch möglichst umwelt- und klimafreundlich zu erzeugen. Deshalb werden Entwicklung und Ausbau erneuerbarer Energien vorangetrieben.

Anders als fossile Brennstoffe sind Sonnen- und Wasserkraft, Erdwärme, Windenergie oder Biomasse nicht nur klimafreundlich, sondern auch nahezu unbegrenzt vorhanden. Allerdings nicht überall gleichermaßen. Wind weht nun mal nicht in allen Landstrichen gleich stark, und auch die Erdwärme ist in manchen Gegenden besser anzapfbar als in anderen - je nach geologischen Gegebenheiten. Um die Chancen für die Zukunft zu ergreifen, ist es sinnvoll, alle Energiequellen je nach geografischer Lage zu nutzen.

Die Möglichkeiten richten sich nach den regionalen Gegebenheiten, aber auch danach, wofür die Energie eingesetzt werden soll. Für das Heizen eines Gebäudes sind neben der Sonne vor allem Holz und Erdwärme sinnvoll. Mit Strom zu heizen, auch wenn es sich um Solarstrom handelt, ist pure Verschwendung und zu teuer.

Die erneuerbaren Energien, auch regenerative Energien genannt, hatten laut Statistiken des Bundesumweltministeriums 2014 in Deutschland einen Anteil von 14,5 Prozent am Endenergieverbrauch (hier sind alle Verluste abgezogen, die bei der Energieerzeugung aus der Primärenergie auftreten). Angestrebt werden bis 2020 18 Prozent. Betrachten wir nur den Stromverbrauch, lag ihr Anteil für 2014 sogar schon bei knapp 26 Prozent. Angestrebt werden bis 2020 mindestens 35 Prozent.

Energiequelle Sonne. Die Sonne ist eine unerschöpfliche Energiequelle. Sie liefert der Erde und ihren Bewohnern seit Millionen von Jahren lebensnotwendiges Licht. Mit diesem lässt sich vergleichsweise einfach Wasser erwärmen. Solarthermieanlagen gehören daher in unseren Breiten inzwischen zur Standardausstattung neuer Häuser. Die von Solarkollektoren produzierte Wärme kann zum Heizen, Duschen und für die Spül- und Waschmaschine genutzt werden.

Für die Produktion von Strom stehen zwei Varianten zur Verfügung: Solarzellen wandeln Sonnenlicht direkt in Strom um. Der Staat unterstützt die Nutzung dieser Technik, die Photovoltaik genannt wird, finanziell durch das Erneuerbare-Energien-Gesetz (EEG). Wirtschaftlicher sind in sonnenreichen Ländern solarthermische Kraftwerke. Mit großen Spiegeln wird das Sonnenlicht gebündelt, in Wärme umgewandelt und so Dampfturbinen angetrieben. Der gewonnene Strom kann als Gleichstrom über große Entfernungen transportiert werden. Derartige Solarkraftwerke sind bereits in Spanien und Kalifornien in Betrieb.

Energiequelle Wind. Schon im Mittelalter nutzten die Menschen mit ihren Windmühlen den Wind, um Korn zu mahlen. Heute sind die Windmühlen technisch ausgefeilter und "greifen" den Wind in viel größeren Höhen ab. Der Wind ist keine konstante Größe.

Aber heute können Meteorologen ziemlich genaue Windvorhersagen machen, auf die sich Stromnetzbetreiber und Stromhändler dann einstellen können. Zudem spielt der Verbund der verschiedenen erneuerbaren Energien eine zunehmend größere Rolle. Windflauten bei uns können so durch Wind- und Wasserstrom aus anderen Regionen ausgeglichen werden. Stromspeicher, die größere Schwankungen abfedern können, müssen noch gebaut werden.

Obwohl Deutschland nicht zu den windreichsten Ländern der Welt gehört, ist es mittlerweile Windenergieweltmeister. Im Jahr 2014 produzierten etwas über 22.000 Windräder mit einer Leistung von mehr als 29.000 Megawatt fast zehn Prozent des deutschen Strombedarfs. Und das Ende der Fahnenstange ist noch lange nicht erreicht.

Lytvyn Yu.
Tavria State Agrotechnological University
Scientific supervisor: O. Strokan
Language adviser: S. Symonenko

THE AUTOMATIC SYSTEM FOR OPTIMUM MICROCLIMATE SUPPORT IN INDUSTRIAL PREMISES

The microclimate (weather conditions) in production facilities has the significant impact on the body of the employee and his performance. The microclimate can be defined as the conditions of the internal environment of the premises affecting the heat exchange of workers with the environment. Inobservance of parameters of air environment in industrial premises leads to negative phenomena that affect the health of workers: sleepiness, fatigue, irritability, weakenimmunity, etc. This in turn adversely affects the productivity of individual workers as well as the entire enterprise as a whole.

The introduction of automated optimal microclimate support that would function on the Android applications, allows you to control and regulate temperature changes and ionization of microclimate in industrial premises.

The system of automated optimum microclimate support of industrial premises has to perform the following functions: information, control, and support.

The software of automated optimum microclimate support of industrial premises has the following functions:

- analysis and processing of information on the geometric dimensions of industrial premises and air ionizer radiation;
- giving recommendations on the number of installed air ionizers;
- input from the temperature sensor and ionometry;
- analysis and processing of input data;
- providing a necessary flow of heat from heating appliances and concentration of negative ions from air ionization equipment to support a given mode of microclimate with the help of special programs;
- user communication with the system of gathering and processing information;
- making decisions on a given algorithm;
- output of control actions in the management channel;
- output of messages on the display terminal;
- organization of dialogue with an operator.

Figure 1a shows the algorithm for determining the number of air ionizers to be installed in a given environment or the working area, and figure 1b presents the

algorithm of automated optimum microclimate support of industrial premises in the form of a flowchart.

The next step in the development of the system of automated optimum microclimate support parameters is development of software parameters according to the proposed algorithm based on the Android applications.

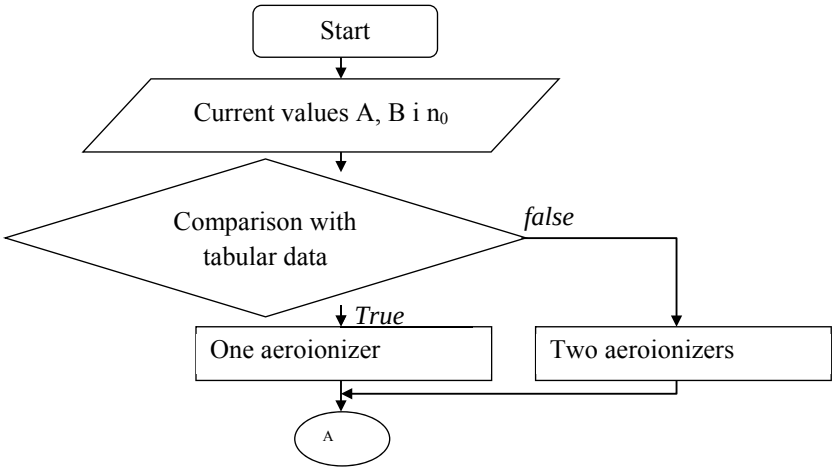

Fig. 1a. Flowchart of module design

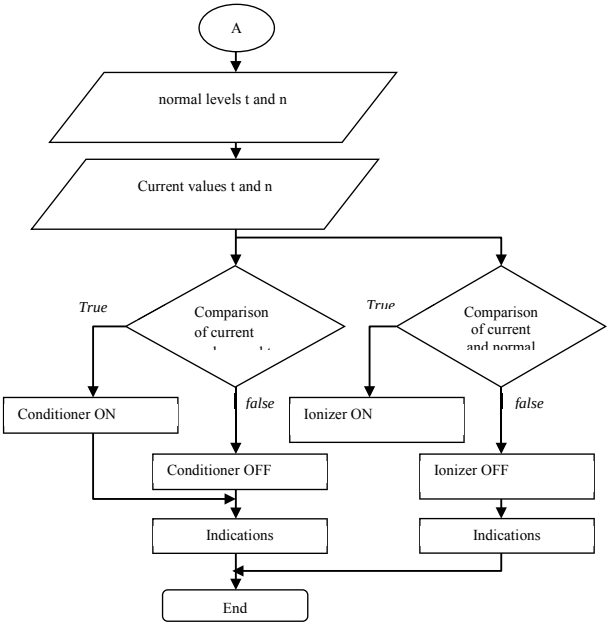

Fig.1b. Flowchart of the system

The algorithm of the automated system of optimal microclimate parameters in a production environment or the working area proposed in this paper allows to maintain temperature and air ionization rates within the limits set by the State health standards. The feature of the proposed system is the ability to control not only the temperature value, but the value of the concentration of negative ions. The automated system ensures optimal microclimate parameters is a closed system, i.e. it includes measurement of air parameters, depending on the measurement results it issues control actions on actuators that provide appropriate temperature and saturation of negative air ions. The algorithm can be the basis for further software development for the system.

Manuilenko R.,
Savlokhov A.,
Sviatchenko A.
National Mining University
Scientific supervisor: O.A. Novikova
Language adviser: O.D. Shvets

GPS AS A TRANSPORT TRACKING SYSTEM

Information technology plays an important role in the organization and execution of freight and passenger road transport. One of the major information

technologies that is used in management of transportation is Global Positioning System.

GPS, Global Positioning System is a set of electronic tools to determine the position and velocity of the object on the Earth's surface or atmosphere. Position of the object is detected by using the GPS-receiver, which obtains and processes signals of GPS space satellites. To determine the exact orbit satellites and control, GPS system incorporates a ground control centers.

GPS Systems monitoring of mobile objects fall into two Systems: Offline and Online.

Offline Systems use the principle of a black box, which records events, tying each one to geographic coordinates and real time. On arrival at the base object, all information from such a black box is read, decrypted and is available for detailed analysis and aggregation.

Online Systems use the principle of radiophare where the information about location is not recorded in the memory and transmitted in real time dispatcher. Data channel in this case may be a GSM (SMS, GPRS), radio and wireless network access points.

Using GPS to determine the location of the facility and various communication channels to deliver information to the user, the system of monitoring transport permits a detailed route picture of the vehicle, machinery or container with an important cargo.

Advantages of GPS monitoring of transport are the following:

• Reduction of vehicles mileage. By moving route optimization, redirecting the flow of transport depending on the current situation, the reduction of mileage reaches 5-15%.

• The exclusion of the "human factor". Traffic control system helps stop the misuse of personal use or implementation of the "left" flights.

• More efficient use of transport. Smart scheduling of automated control of real-time makes it possible to reduce equipment downtime and increase the degree of loading of cargo transport.

• Improving the quality of customer service. Effective management based on continuous monitoring can increase the speed of customer service to quickly resolve disputable situations.

• Reduction of fuel costs by 20-30%.

In conclusion, the Global Positioning System plays a very important role in the organization and execution of freight and passenger transportation, helps direct the management of transportation as well as improve the efficiency of rolling stock and reducing fuel costs.

Miahkov P.
Tavria State Agrotechnological University
Scientific supervisor: S.V. Symonenko

INFORMATION AS THE MOST DEMANDED RESOURCE OF MODERNITY

How often do we think, what information is and how it is significant in our lives? Information is a very abstract concept and has many different meanings depending upon the context. We can say that the information is some new information that is received, understood and appreciated by a user as beneficial; or give another definition: the information is a new knowledge that gets the consumer as a result of the perception and recycling of certain information. With regard to computer-related terms information is a sequence of symbolic designations (letters, numbers, coded graphic images and sounds, etc.) that are meaningful and presented in computer lingo. This notion has a large amount of explanations. However, the main thing is to realize how important it is to be informed in the modern world. It is said that a person without information is an "unarmed" person.

To be "armed" it is necessary to understand in what form the information comes to us:

- *in the form of texts, pictures, drawings, photographs;*
- *in the form of light or sound signals;*
- *in the form of radio waves;*
- *in the form of electrical pulses and nerve;*
- *in the form of tapes;*
- *in the form of gestures and facial expressions;*
- *in the form of smells and taste;*
- *in the form of chromosomes, whereby inherited attributes and properties of organisms, etc.*

To demonstrate this idea with examples from history, many scientists and great people could be mentioned who had clearly achieved success, only is possible when a person has all the information it requires at a sufficient level. And if you plunge into the past, it becomes clear, how hard it was in those days to get a real knowledge because of the information lack most people are limited. Nowadays, however, a lot of information is available for everyone and thus it offers much more opportunities than back then. Thanks to information technology a person can get all the data he needs. However, it is necessary to know that not all data is true, and so it requires careful processing.

To separate the wheat from the chaff you have to go through many stages of data processing, such as *collection, formalization, filtering, sorting, grouping, archiving, security,* etc. Of course, a complete list of data operations is much bigger in the size, so the processing of information is a very laborious process.

In our time, humans are surrounded by many different streams of information and it is necessary to understand the importance of certain information for their own development, and to take as much as possible for themselves. In one of the publications

of “The Times” the statement that people of the Middle Ages in their whole life assimilated the same amount of information, which is concentrated in a modern edition of the newspaper, was given. One way or another, but the information age has an impact on our lives. After all, the current state of affairs proves once again that in our day: "Who owns the information – that one owns the world."

Now the time itself and the social mores dictate us what we need to be aware of everything that surrounds us. People need to know the political situation in the country and in the world, latest cinema and fashion news; people need to constantly replenish the baggage of their professional knowledge, because it makes it possible to move up on the career ladder. Everyone should learn at school to go to university, to study at university to find a job - the pace of life shows us that in order to be successful you need to be aware of what is happening, to have information and necessary knowledge.

Yes, each of us has a basic need for knowledge of the surrounding world, the nature of things, the search for the meaning of our existence. That is why a healthy interest in the new knowledge is a sure way to development and self-improvement. But it is worth remembering that there is a risk of saturation of information, which can lead to a number of physiological and mental problems. To avoid this you need to exclude unnecessary information from the field memory.

It should be noted that a very important aspect in our modern world is to store information. After receiving and processing the necessary data, it needs to be stored somewhere. There are many ways to save information from the simple memorize to all sorts of manuscripts. However, in the twenty-first century, such methods are obsolete, since they are not very comfortable, and most importantly, are not very reliable. Now people store information mainly on the computers by passing it through a variety of carriers, from simple CDs to cloud storage on the Internet.

The survey among people of different age categories was conducted to find out what carrier of information is the most used now:

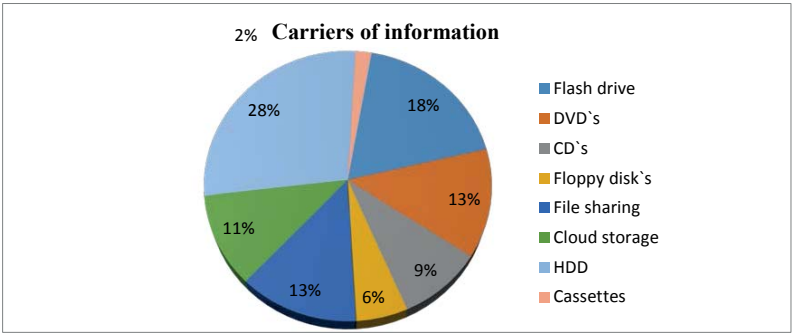

Fig. 1. Carriers of information preferences

The results showed that the most popular carrier for today is the Hard Disk Drive. We can also observe the tendency to reject the outdated carriers (floppy disks and cassettes) in favor of more modern-day (file sharing, cloud storage).

What conclusions can be drawn from the above? Time is running, the people as they move on their way of life have to know more and more; more and more

information is available to everyone, but it is harder and harder to find the necessary information among strings of useless one. Information becomes an indispensable resource for human survival. Each of us needs food for the mind, but without the ability to choose a tasty and healthy food we can be easily poisoned.

Milinchuk A.
National Mining University
Scientific supervisor: T.A. Zheldak
Language advisor: O.D. Shvets

SYSTEM ANALYSIS IN THE UNIVERSITIES OF THE WORLD

Presently system analysis appears to be a promising science for young people, who look for an opportunity and prospects for further successful employment. Many of them have chosen a profession which in the future will lead them to great success.

A system analyst is a specialist who can solve informational, organizational, technical and managerial problems. The area of professional activity of the specialist includes a set of systems, tools, techniques and methods of human activity aimed at modeling, analysis, synthesis, production and operation of systems, devices and equipment for various purposes.

It should be mentioned, that more and more students prefer this specialty, because during studying they receive an excellent mathematical training, master modern information technologies as well as hardware and software automation.

This profession is popular all over the world. In many universities in Europe, America and Asia students gain skills in this specialty. In order to become a good system analyst each student should possess excellent communication and presentation skills, good negotiating skills, management and team working skills, the ability to work under pressure, meeting deadlines, an appreciation of wider business demands, budgeting skills, a willingness to keep up-to-date with developments in technology. In some countries graduates majoring in system analysis can be more successful and competitive in the labor market.

There are a lot of methods of training specialists in system analysis. Such methods can be added to the learning process in Ukraine, particularly at the National Mining University, for instance. Comparing training abroad and in Ukraine we can see all advantages and disadvantages of national and foreign methods. There are universities which provide students with all opportunities for qualitative education, then well-paid jobs.

To summarize, it is worth noting that system analysts are in demand in most IT companies. To become a good specialist in system analysis it is crucial to obtain all the required skills.

Moiseyenko V.,
Orlova O.
University of Customs and Finance
Scientific supervisor: T.V. Chukhno

MULTI-CORE TECHNOLOGY. ASYMMETRIC MULTIPROCESSING TASKS

A new generation of multi-core processors has significant improvements compared to their single-core predecessors, in terms of performance, power consumption and heat dissipation. The main processor's characteristic that headed the list in a modern world is the hardware parallelism instead of clock frequency. That means that the number of cores is more important now.

As a part of the development trend the next most likely change will be the introduction of asymmetric multi-core platforms (where different cores have different performance, architecture and functional characteristics). This transition will allow expanding capabilities of multi-core processors by increasing their productivity and efficiency, and will entail the development of many promising technologies software. Now, when an increase in the number of cores in the processor is the most obvious way to increase productivity, the prospects of other innovations in this direction are becoming clear. While existing mass solutions are based on sharing several identical cores in the one processor, it is obviously that in future developments people will use different types of processor cores on a single chip.

A possible way of increasing productivity is to create configurations from heterogeneous cores having different functional characteristics and speed. To understand the effectiveness of such a decision, let us imagine a situation where one processor contains several major cores with high consistent performance and a host of smaller, less productive cores.

In such a case, the large cores will be better adapted to work with the resource-intensive consistent challenges, while many smaller cores provide high performance for tasks with a large number of parallel threads. Such a combination allows achieving a higher average concentration of cores per chip area (compared with an arrangement of homogeneous cores), and the ability to allocate certain combinations of cores for processing definite loads helps to achieve greater space efficiency – and increased performance.

It is not difficult to imagine that an integrated approach to programming makes it possible to simultaneously use a wide range of specialized processing cores, similar to how the unified computing architecture (Compute Unified Device Architecture, CUDA) developed by NVIDIA can be used for carrying a certain load on the specialized equipment. In this case, the choice of the most appropriate equipment can even be determined taking into account conditions such as the priority of the load or the power management settings.

Since traditional operating systems do not support asymmetric CPU resources, the distribution of tasks between these resources introduces an element of

unpredictability that may limit scalability. On the other hand, the search for solutions to reduce this unpredictability is a promising opportunity for software vendors.

In order to optimize load distribution between the symmetrical cores a few considerations should be taken into account. In particular, the flow should be compared by cores which support the necessary instructions and possess other desired characteristics. There should be an effective means of handling errors in case such support is not available. When using asymmetric hardware resources there can also exist additional difficulties related to balance flows in multithreaded software, as a particular stream can be assigned to the resources of different types, depending on requirements and priority.

In order to overcome these difficulties, experts Intel® Systems Technology Lab developed AMPS. It is Tools Pack of asymmetric multiprocessing tasks, which improves performance during executing tasks on multi-core processors with asymmetry at the level of performance. In addition to improving performance, AMPS also provides a stable flow distribution between the relevant resources on the basis of priority, which allows achieving predictable and reproducible results. It should be noted that the work with AMPS does not require making changes to the application, and only minor changes which will establish a research base to implement a simplified support for asymmetric hardware will be required for the Linux operating system.

The introduction of asymmetrical processors promises the next revolutionary changes in terms of performance, but at the same time it is new challenges and opportunities for software developers. Although prior to the mass production of multi-core processors with non-uniform architecture much time will pass, researches in this field are gradually moving forward, and the developers have to be prepared for the arrival of new technologies, carrying out their own investigations and experiments.

Rubanska O.
Taurische staatliche agrartechnologische Universität
Sprachliche Beratung: N.W. Sajzewa

BIOINDIKATION ALS INNOVATIVES VERFAHREN FÜR MONITORING DER TOXISCHEN BÖDEN

Das Problem der Feststellung der Toxizität des Bodens wird in der modernen wissenschaftlichen Literatur unvollständig erforscht und dargestellt. Und die Verwendung von biologischer Indikation wurde im Zuge der ausgeschriebener Forschung für die Ermittlung der Bodentoxizität in der Stadt Melitopol zum ersten Mal eingesetzt.

Bioindikation ist die Beurteilung der Umwelt mithilfe der Reaktion auf ein Experiment der Lebewesen, dank denen die Analyse sowohl abiotischen (Temperatur, Feuchtigkeit, Säurehaltigkeit, Pollutantenbestand usw.) als auch biotischen (Lebensfähigkeit der Lebewesen, ihrer Populationen usw.) Der Begriff „Bioindikation“ wird eher in europäischer Literatur verwendet, dafür wird dieses Verfahren in der amerikanischen wissenschaftlichen Terminologie als „ecotoxicology“ bekannt. Dieses Verfahren ist heutzutage in der Ukraine weit eingefordert.

Unter gegenwärtigen Bedingungen der industriellen Herstellung in der Stadt und unter Berücksichtigung der Ressourcenknappheit für zukommenden Umweltschutz wird die natürliche Umgebung der kombinierten technogenen Umweltverschmutzung ausgesetzt. Es ist bekannt, dass aufgrund menschlicher Lebensweise und Tätigkeit eine große Zahl von Chemikalien mit unbestimmten toxikologischen Eigenschaften und Auswirkungen synthetisiert und in die Umgebung emittiert wird. Somit können verschiedene chemische Verbindungen natürlicher und anthropogener Herkunft sich im Boden ansammeln, was die Böden- und Grundwässerverschmutzung als auch Toxizität des Bodens verursacht.

Der Anteil der Verwendung der Biotest-Verfahren nimmt immer aktiver zu. Biotesten werden für die Feststellung der toxischen Eigenschaften der Komponenten der Umgebung eingesetzt. Bestimmung der Toxizität von Böden in Städten ist heute ein brennendes Thema, da die Bodentoxizität sicherlich das Leben und die Gesundheit der urbanen Bevölkerung beeinträchtigen wird. Die Beurteilung der Bödentoxizität mit Hilfe von Pflanzen ist das populärste Verfahren für die Bestimmung der Gesamtauswirkungen der Chemikalien auf die Umwelt. Städtische Blumenbeeten, Grünanlagen und Parkanlagen sind Umgebung, die fast alle Arten von Schadstoffen ansammelt, deshalb ist deren Untersuchung in den städtischen besiedelten Landschaften hochinformativ.

Die Forschung mit Anwendung nämlich städtischer Böden aus Stadtvierteln mit regem Verkehr ist wegen der Vielfalt und Unmenge an akkumulierten Schadstoffen für allgemeine Urbanität von großer Bedeutung.

Eine der produktivsten Methoden der Untersuchung von Bodenverunreinigung ist die Bioindikation mit pflanzlichem Material, die auch in dieser Forschung eingesetzt wurde. Bodenproben wurden an 10 verschiedenen Stellen und Standorte der Stadt Melitopol insbesondere im Stadtpark, am Stadtrande, an stark befahrenen Straßenkreuzungen mit unterschiedlicher Intensität des Personenverkehrs und Lastentransportes, in den Straßen mit unterschiedlichem Niveau industrieller Auswirkungen genommen.

Für Kontrolle der Reinheit des Experimentes wurde Verwendung des universellen Erdbodens, der nach ukrainischen Standarten produziert wurde, bevorzugt. Als Testsysteme wurden in der Forschung Pflanzen verwendet, die sich durch verschiedene biologische und ökologische Eigenschaften auszeichnen und der Analyse der wissenschaftlichen Literatur gemäß häufig als Testorganismen eingeszt werden. Diese Pflanzen sind Weizen, Radieschen und Gartenkresse. Die Untersuchung im Zuge des Experimentes wurde nach folgenden Kennwerten durchgeführt: die Keimenergie, die Keimung, die Wurzellänge, die Sproßhöhe und Biomasse der untersuchten Pflanzen. Die Forschung hat gezeigt, dass die Energie der Keimung beim Kontrollmuster (Radieschen) am fünften Tag maximales Energieniveau – 90-94% – erreicht hat.

Im allgemeinen wird der Rückgang der Keimungenergie aller getestenen Pflanzen von allen untersuchten Stadtvierteln festgestellt. Insbesondere kann man folgende Kennziffer aussondern: die Keimenergie – mit hoher Keimenergie die Grundstücke mit schwerem Fahrzeugverkehr, wo man die verringerte Keimenergie beobachtete, machen 25-50% aus; Grundstücke mit wenig Verkehr, Energie der

Keimung stellen 12% zusammen; schwache Keimenergie – ein Grundstück mit der durchschnittlichen Energieintensität mit Keimenergie nur von 8,4%.

Phytotoxische Wirkung zeigt sich in reduzierter Samenkeimung der Testpflanzen, die im Durchschnitt nur 60-70% der Keimung betrug: Gartenkresse – 65%, Radieschen – 50-75% und Weizen – 70 bis 83%.

So sind die Böden in der Nähe von Straßen mit schwerem Fahrzeugverkehr, die sich im westlichen Teil der Stadt Melitopol befinden, am meisten verschmutzt. Und das Territorium des Gorkij-Parkes ist relativ sauber, als auch die Stadtviertel des Parkes und des Sektors mit eingeschossigen privaten Wohngebäuden mit Kleingärten, insbesondere in den Randgebieten.

Zusammenfassend lässt sich auf Bedeutung des Rückganges der pflanzlichen Keimungenergie betonen, denn ähnlichen dämpfenden und erstickenden Einfluss hat Toxizität auf Urbanität und ihre biotischen Bestandteile. Unter Berücksichtigung aller Ausgangsdaten der Stadt Melitopol ist es ratsam, den Autoverkehr im Stadtzentrum zu verringern, Schutzschirme an den Straßenrändern zu bauen, als auch die Umleitungswege zu veranstalten.

Sarzhan A.
Tavria State Agrotechnological University
Scientific supervisor: M.Yu. Miroshnychenko
Language adviser: S.V. Symonenko

SOFTWARE MODULE OF ACCOUNTING OF LOCOMOTIVE CREW WORK IN A LOCOMOTIVE SHOP

For accounting of the working time of train drivers special registers are used. At present, all data is entered manually in these paper registers. Processing data from such registers requires a large amount of working time. In addition, the assumption of errors in such work may lead to negative consequences. To avoid any undesirable actions and consequences, it was decided to create a program that would accelerate the work of work-assignment clerks, would allow to refuse from manual data-processing methods, to improve control of reliability of accounting information and to expedite its processing.

Microsoft Visual Studio was chosen as the programming environment and the object-oriented C# programming language after the analysis of existing languages was selected.

Let us consider the developed computer program:

For operation of the program databases are filled with reference data. A person responsible for providing information about work locomotive crew is a driver. A work-assignment clerk is responsible for the correctness of the input data.

Input information is the following:

- a route sheet, which describes the time in the path of the locomotive crew;
- a number of a locomotive crews, which performed the work.

Basic information also was described:

- schedules of work of locomotive crews;

- scope of locomotive crew work from the beginning of the current month;
- the use of locomotives and locomotive crews.

The main functions of the developed software:
- automated connection of works and schedules of the various trains on the line;
- monitoring the standards of work of locomotive crews;
- automated logging of work-assignment clerks;
- the initial identification of electronic route driver.

Data protection from unauthorized access is fulfilled with user authentication (entering the name and the password). Depending on the entered information, the access to the program may be full or partial. Selection of the register with which you want to work, is done in the menu "logs". The registers may be of the following types:

1) Schedule of locomotive crews.

It is filled in the beginning of the month by a work-assignment clerk. When you double-click with the mouse on the field "Driver", the dialog box opens for selection of a driver. After the entry introduction of the locomotive crew in the appropriate fields (day of month) the train number followed by the brigade is entered. The work type is selected from the drop-down menu on the corresponding day. When the chart has been already formed, daily schedules for the month are automatically generated.

2) Daily schedule.

After completing “Schedule of locomotive crews" for a month "Daily schedule" the schedule of crews is displayed automatically for each dater. To change someone from the members of locomotive crews you should double click with the mouse on the field with the number of the person that you want to edit. The work-assignment clerk introduces the time and gives the route. The entered data is registered in the database of routes of the accounting group. The data on the working date is displayed in the daily chart.

Reference information of the program. A window in which the following information is saved is appeared on the screen:
- Names of all drivers, with the ability to sort by specialization;
- For the current selection criteria (at work, free, holiday, session);
- Additional information (address, phone, card, date of birth, the medical board).

“Help” function includes information about:
- The number of trips;
- Developments;
- All drivers distraction from ... to … (dates).

The software product of working time for train drivers has been developed. This makes it possible to abandon manual methods of data processing, to improve control reliability of accounting information and accelerate its processing. In the future, given software after some upgrade can be used in various related fields.

Schigljak D.
Nationale Bergbau Universitat
Sprachberaterin: S.W.Korotkowa

DROHNEN IN ZIVILDIENST

Drohnen sind so genannte unbemannte Flugobjekte, nicht zu verwechseln mit den gefürchteten UFOs (unbekannte Flugobjekte). Drohnen können sowohl autonom / automatisiert fliegende Flugobjekte, als auch von Menschenhand gesteuerte Flugzeuge sein. Die Abmessungen reichen zumeist von wenigen Zentimetern (Mikrodrohne) bis zur Größe eines Verkehrsflugzeuges mit ca. 60 m Spannweite (Boeing Condor).

Die Einsatzgebiete sind vielfältig. Entweder als reines Hobby-Objekt zum reinen Fliegen oder auch Filmen / Fotografieren oder aus professionellem Anlass. Auf der anderen Seite der Einsatz als Militärdrohnen / Kampfdrohnen. Der professionelle Bereich unterteilt sich primär in die - zivile Nutzung mit den Anwendungsbereichen:

- Luftaufnahmen (Fotografie / Videos)
- Technische Kontrolle (z.B. Hochspannungsmasten / Gebäude)
- Vermessungstechnik
- Forstwirtschaft / Landwirdschaft
- Jagd / Jäger
- Gutachter (z.B. Schätzung von Widschäden / Wildschwein Schäden auf den Feldern)
- Erkundung / Forschung
- Tierschutz / Naturschutz
- Polizei / Feuerwehr

Und militärische Nutzung mit den Anwendungsbereichen:

- Aufklärung / Erkundung / Spionage (Spionagedrohne / Aufklärungsdrohne)
- Bekämpfung / Tötung / Zerstörung (Kampfdrohne)
- Rettung / Hilfsaktionen

Die technischen Möglichkeiten der Drohnen, die klein wie ein Vogel oder groß wie ein Frachtflugzeug sein können, scheinen aus einem Science-Fiction-Szenario zu stammen. Doch diese Technik fasziniert nicht nur, sie macht auch Angst. Denn die fliegenden Roboter werden die Einstellung der Menschheit in den Bereichen Kriegsführung und Überwachung sowie die internationalen Beziehungen nachhaltig verändern.

Drohnen erobern immer mehr Lebensbereiche. Wissenschaft und Wirtschaft sind ganz erpicht auf weitere Einsatzfelder. So gibt es die Idee, mit Hilfe von Drohnen schnell und ferngesteuert Wälder wieder aufzuforsten. Doch was immer Drohnen tun sollen, ihr Einsatz wird erst dann effizient, wenn nicht jedes Flugobjekt einzeln gesteuert werden muss. Das nächste Ziel in der Entwicklung sind für Chip- und Drohnenhersteller deswegen teil- oder vollautonome Systeme.

Vorausgesetzt, es gäbe in Zukunft mehr zivile und vor allem positiv besetzte Einsatzmöglichkeiten, könnte sich das Bild des lautlosen Killers aber wandeln: Eilige Medikamentenlieferungen im Notfall, Vermisstensuche und Erkundungsflüge nach

Katastrophen wie jüngst den Erdbeben in Nepal oder auch Aufklärung schwerer Verbrechen und Rekonstruktion schwerster Unfälle.

Mit neuen Entwicklungen - und einer angepassten Gesetzgebung - könnten unbemannte Luftfahrzeuge schon in naher Zukunft alltäglich werden. Und dabei auch ihr Image als lautlose Killer ablegen - und stattdessen als unersetzliche Helfer in humanitären Einsätzen wahrgenommen werden. So wäre es beispielsweise durchaus denkbar, in Seenot geratene Flüchtlinge auf dem Mittelmeer mit Hilfe einer Drohne schneller zu finden und zu retten.

Trubchaninov A.
Vladimir Dahl Lugansk State University
Scientific supervisor: L.A. Bekresheva

INFORMATION MUST CIRCULATE

Modern information technologies and machines give us new opportunity to gain knowledge. Scientific facts and illustrations to them can be found easily in Internet. It makes progress in writing Referats and Course researches and making Power Point presentations to illustrate them. The failing of those texts, some of which are rather interesting and even valuable – they will never be read by other students, becoming just a part of archive after the teacher's mark.

In the epoch of information it's a real "crime" to hide those texts. Newly-made scientific information should be presented to other people to enrich their knowledge.

There are many Internet sites where we can find good referats on different questions. They are:

- http://www.allbest.ru/referat/
- http://www.//portalus.ru;
- http://technomag.edu.ru;

and some others.

Some teachers don't like the works where the above-written sites are even mentioned in bibliography. Surely, we don't call to plagiarism the texts. We mean a civilized work with compiled texts including the naming of literature sources and excluding blind re-writing of ready-made referats. If you follow the rules of working with information, you are able to create a text with fresh thoughts and ideas.

Information must circulate. The providers of the above-written sites call everyone to give personal information products to those sites for web-money. Even if you don't think of money, you should try to present your informational product to the ones who maybe looks for it. You are really ready to make a valuable product if only you are a successful student.

In our article we paid attention to making electronic presentation what is now extremely popular. Maybe our instructions would sound dull for the members of this one Conference as you are the "old wolves" in this problem, but maybe some novices would follow them.

Mostly e-presentation is done after the text of the report has been already written, so you are to re-read it carefully to outline the most important information for visual

illustration. Try to shorten your report if it's possible to highlight the question shorter. Remember of Winston Churchill's words: "I am going to make a long speech as I've not had time to prepare a short one."

Don't use too many slides – usually you are given 5 minutes for speaking what makes text of about 3 pages, i.e. from 6 – 7 thousand of signs. It means you'll need not more than 10 slides, including final "Thanks for the attention!" Too many slides would make you be flashing through the slides and spending too much time clicking the mouse.

Don't have too much text on each slide – no more than about 40 words, but be sure that the slide text will clarify main points.

The first slide should announce the title of your presentation, your name and position. This may seem terribly obvious, but many speakers miss off some of this basic information and later listeners are not clear who made the presentation. You should try to make the title and design catchy, so that you immediately have the interest of your audience.

Use a large (about 24 point) font. Check that the slides are easy to read from a distance. Don't put everything in the upper case, but fit the text on the screen.

Use colour and bolding for emphasis – it would be better the same type of emphasizing for the whole presentation. For example: white colour if all the text of a slide is black. But be careful with contrasting letters and the background. Read psychologists' and designers' recommendations first how colours fit or fight. For example: red letters on the green background will tire the eyes soon though looking not bad.

Your design of slides should demonstrate a unified style – don't use different backgrounds and colours – it wearies the addressee.

Pictures, especially tables, diagrams and charts are good. PowerPoint is excellent for the delivery of pictures and diagrams and they will help to break up and add variety to the long streams of text.

Animation can make your text more vivid, but don't overload a slide with it, as this may distract attention from the content.

It's a good idea to break up text with illustrations and it is true that a picture is worth a thousand words. Think of pictures that can illustrate the text. In fact, it's not an easy work really! You may spend hours surfing the Internet to find the picture that fits your text the best way.

And remember that presentation is half the thing – you are an actor who will realize it on the stage! Self-confidence, smile, contact with audience, voice game, mimics, gesture – everything is important and can play better than the brightest technology. Be lucky on this way! And we hope your presentation will be highly marked by teachers and viewers, or maybe it will decorate Internet somewhat. Information must circulate.

Yesin D.
Tavria State Agrotechnological University
Scientific supervisor: S.V. Symonenko

DEVELOPMENT OF A MOBILE SOFTWARE MODULE FOR INSURANCE COMPANIES

Nowadays modern technology present in every sphere of activity. Every year goes to that most human actions are automated. For the last time people are recently often used for mobile devices for work. This is due to the convenience, practicality and higher speed performance of tasks. In this regard, we decided to modernize the process of work of insurance agents. A significant drawback of the work of insurance agents was their attachment to the workplace. Now, in the presence of mobile software developed by us, insurance agents can work remotely, which significantly increases the range of their services.

A mobile operating system is a system that allows multi-functioning of a phone for making a full-fledged PC. Operating systems are installed on smartphones and communicators to ensure their qualitative work. Operating systems for mobile devices are of the following types: Android, Windows Phone, Apple iOS and others.

Our task was to develop a computer program for insurance enterprises. The program was developed under the mobile operating system Android using Java programming language. Development of the program was held in Android Studio.

Java is an object-oriented programming language, released by Sun Microsystems in 1995 as the main component of the Java platform. Now the company Oracle is engaged in the language development, which acquired Sun Microsystems in 2009. The syntax of the language in many ways is similar to C and C ++.

After two years of development, Google released Android Studio 1.0 - the first stable version of the integrated development environment (IDE) for developers for Android. The program is made on the basis of popularity among IntelliJ IDEA Java IDE and has the same set of advantages in terms of editing code: code completion, refactoring, code analysis, and others.

Android Studio is positioned as a means to increase the speed and efficiency of development and is presented as a replacement for Eclipse. The program allows you to test the application on devices with different screen sizes and even different versions of the API, on this basis, the program will run on a different version of Android, in these times is very important.

Among other useful features it is worth noting built integration with Github, multiple APK support with different functions within the same project and the optimization module with RAM monitor.

We developed the software, namely a mobile software tool designed for insurance agents It operates on the basis of technical, software and information systems. Technical support is a set of technical equipment. Software and information support system is a set of related software tools that should ensure, in accordance with the requirements of automatic problem solving information gathering, initial processing in a form suitable for registration.

The main advantages of the program:
- It has a simple, logical and user-friendly interface;
- Allows you to query the database of the enterprise;
- Allows you to define insurance rates for all types of insurance;
- The insurance agent has the ability to appeal to a directory of professional terms.

When developing the program, we talked to many insurance agents who shared with us the features of their work. Due to the information received, we were able to create the most convenient mobile product to use insurance agents.

СЕКЦІЯ ЧЕТВЕРТА

ГАЛУЗЕВИЙ НАУКОВО-ТЕХНІЧНИЙ ПЕРЕКЛАД

Мороз Д.
Хмельницький національний університет
Науковий керівник: Є.В. Долинський

ЕМФАТИЧНІ КОНСТРУКЦІЇ В ХУДОЖНЬОМУ СТИЛІ ТА ОСОБЛИВОСТІ ЇХ ПЕРЕКЛАДУ

Спілкування є складним процесом взаємодії між людьми. В кожній мові існують свої засоби для виділення найбільш важливого моменту в кожному реченні. Для уникнення певних труднощів при перекладі таких емоційних підсилювань є дуже важливим володіти знаннями про особливості таких мовних явищ в англійській мові. Актуальність даної роботи визначається необхідністю усебічного та комплексного вивчення типів емфатичних конструкцій та виявлення особливостей їх перекладу українською мовою.

Термін «емфаза» у тлумачному словнику української мови пояснюється як: «Підсилення емоційної виразності мови зміною інтонації та застосуванням різних риторичних фігур». Емфаза досягається різними засобами і залежносто від типу емфатичних конструкцій існують різні способи їх перекладу.

Для логічного виділення дії в емфатичній конструкції застосовується допоміжне дієслово «do». При перекладі таких речень українською на допомогу приходять прислівники «дійсно», «фактично», «все-таки», «насправді», які ставляться перед смисловим дієсловом, а також сполучники «однак», «хоча», «проте». Наприклад: *I do dislike the summer crowds – Надто вже я не люблю літній натовп.*

Поєднання конструкції as...as з неозначеними займенниками any, anybody, anything, які відіграють у цьому випадку роль підсилювачів перекладається лексично. Наприклад: *As many as three weeks the travellers spent in the jungle. – Мандрівники провели в джунглях цілих три тижні.*

Емфатичні конструкції, що починаються з it зазвичай також передається лексичними засобами (і необов'язково словом «саме») або перебудовою речення. Наприклад: *It was one of London's most famous citizens, Dr Samuel Johnson who*

said: «When a man is tired of London, he is tired of life». – «Коли людині набридає Лондон, їй набридає життя». Ці слова належать саме одному з найвідоміших жителів Лондона, доктору Самюелю Джонсону.

Яскравим засобом вираження емфази є подвійне заперечення. Два заперечення зумовлюють позитивне значення, нейтралізуючи один одного. Друге заперечення виражається за допомогою негативних префіксів або лексично — за допомогою слів, що мають негативне значення. Речення з двома запереченнями є тільки уявним, хибним запереченням; по суті воно є ствердженням. Для правильної передачі значення емфази зазвичай потрібні або підсилювальні слова, такі як «досить», «цілком». Наприклад: *World public opinion denounces apartheid in no uncertain terms. – Світова громадськість засуджує політику апартеїда досить рішуче.*

Існує ще один спосіб вираження емфази в англійській мові, який представляє значні труднощі при його перекладі – лексико-граматична конструкція, яка складається з негативної форми дієслова і частки too, що посилює значення означуваного нею прислівника (або прикметника). Таке англійське поєднання зазвичай перекладається антонімічним шляхом. Наприклад: *The danger of greenhouse effect cannot be too often emphasized. – Необхідно постійно вказувати на небезпеку глобального потепління для людства.*

Ще одним засобом створення емфази є інверсія. В англійській мові кожен член речення, як відомо, має своє місце, яке визначається засобом його синтаксичного вираження, зв'язками з іншими словами та типом речення. Інверсія зумовлюється віддаленим розташуванням синтаксично пов'язаних між собою членів речення один до одного. При перекладі необхідно враховувати, що центр висловлювання в українському реченні знаходиться в кінці. Нариклад: *Only after her death was he able to appreciate her. – Він зумів по-справжньому оцінити її тільки після її смерті*.

Висновки. Як відомо, головна функція мови – комунікативна, але не менш важливе значення відіграє також емотивна функція мови. Якщо в усному мовленні в ролі підсилювача виступає інтонація, то в писемному мовленні, а особливо в текстах художнього стилю, для цієї мети використовується емфаза. Одним з явищ, які викликають труднощі при перекладі являються емфатичні конструкції. Різноманітність емфатичних конструкцій в англійській мові пояснює різні способи їх перекладу. Найбільш уживаною в художньому стилі виступає емфатична конструкція з do. При вивченні перекладу з англійської мови на українську важливо побачити всі можливі варіанти вираження емфази, також навчитися користуватися принципами перекладу подібних конструкцій. Знання класифікації емфатичних конструкцій допомагає краще розуміти, аналізувати, отже, створювати комунікативно рівноцінні висловлювання на мові перекладу.

Сагайдак С.
Хмельницький національний університет
Науковий керівник: Є.В. Долинський

СПОСОБИ ПЕРЕКЛАДУ ЕЛІПТИЧНИХ КОНСТРУКЦІЙ В АНГЛІЙСЬКІЙ МОВІ

Переклад еліптичних конструкцій з англійської на українську мову становить окремий проблематичний аспект на шляху до досягнення еквівалентного перекладу. Незважаючи на велику кількість теоретичного матеріалу щодо еліптичних конструкцій та способів відтворення українською мовою, переклад таких конструкцій спричиняє ряд перекладацьких труднощів.

Дуже слушним є вислів Р. Ле Бідуа: «Еліптичні конструкції стали, свого роду, хворобою століття, оскільки у мові завжди існують такі синтаксичні конструкції, які характеризуються структурною неповнотою», який характеризує ці складні для перекладу синтаксичні елементи.

Існує кілька підходів до вивчення еліптичних речень. Наприклад, «Лінгвістичний енциклопедичний словник» дає наступне тлумачення, згідно з яким еліпсис – це пропуск в мові або тексті мовної одиниці, структурна «неповнота» синтаксичної конструкції. У реченні еліпсис визначається як:

- пропуск того або іншого члена речення, компонента висловлювання, легко відновленого з контексту;
- відсутність якого-небудь компонента висловлювання, легко відновленого з конкретної мовної ситуації;
- нульова зв’язка.

Щодо способів перекладу еліптичних конструкцій, то на сьогодні виділяють такі способи як:

1) Синтаксичне уподібнення або дослівний переклад – такий вид перекладу, при якому синтаксична структура оригіналу перетворюється в абсолютно аналогічну структуру переказного мови. Наприклад, Though exhausted, he went to bed very late. – Яким би змученим він не був, він ліг спати дуже пізно.

2) Об'єднання пропозицій – спосіб перекладу, при якому синтаксична структура в оригіналі перетвориться шляхом з'єднання двох або більше простих речень. Наприклад, I've decided to buy this car. Even if it takes all my money. – Я вирішив купити цю машину, навіть якщо це буде коштувати мені всіх моїх грошей.

3) Членування пропозиції – це спосіб перекладу, при якому синтаксична структура іноземної мови перетворюється на два або більше предикативні структури мови перекладу. Наприклад, However long was the period of its coming to being and development, the results were quite satisfying, even excellent. – Результати були дуже задовільними. Навіть відмінними. І це незважаючи на тривалий етап становлення і розвитку.

4) Конкретизація – це спосіб перекладу, при якому відбувається заміна слова або словосполучення іноземної мови з ширшим предметно-логічним

значенням на слово в перекладі з більш вузьким значенням. Наприклад, Yes, we had a talk. We really did. – Так, у нас була розмова. Поговорили.

5) Генералізація – процес, зворотний конкретизації. Наприклад, That smell all over the place. Vicks Nose Drops. - Тут ще пахне грипозними краплями на весь будинок.

6) Антонімічний переклад – це заміна негативної або питальної форми пропозиції на ствердну або навпаки. Наприклад, Very little, if anything, could be advanced in the defense of his policy. – Майже нічого не можна було сказати на підтримку його політики.

7) Компенсацією в перекладі слід вважати заміну елемента першого твору елементом іншого порядку відповідно до загального ідейно-художнім характером першого твору. Наприклад, A little table with a dinner was laid out – and wine and plate. – Маленький стіл був накритий для обіду – на ньому виблискувало срібло і графини.

8) Модуляція або смисловий розвиток – це заміна слова або словосполучення іноземної мови, значення яких можна вивести логічним шляхом з початкового значення. Наприклад,

- Then this girl gets killed , because she's always speeding.
- Gets killed ?
- А потім дівчина гине, бо вічно порушує правила.
- Гине?

Серед способів перекладу найчастіше в художніх текстах використовують способи синтаксичного уподібнення та генералізації, а в публіцистичних текстах – способи конкретизації та компенсації. При виборі способів перекладу еліптичних конструкцій, слід звертати увагу на стиль тексту і те, яку думку автор бажає донести.

Balgabáeva A.
Universidad Nacional Olés Gonchar, Dnipropetrovsk
Consultora lingüística y de investigación: V. M. Dyadya

LAS PARTICULARIDADES EN TRADUCCIÓN DEL SERIAL “XENA WARRIOR PRINCESS” AL ITALIANO Y CASTELLANO

La traducción de las películas y tenenovelas siempre es un proceso muy complicado. El problema más difícil con lo que se puede enfrentarse el especialista es el título, lo primero que llama la atención del espectador. La traducción de los nombres de personajes sigue el procedimiento, y luego – la de los capítulos del serial, si hay.

A grandes rasgos, la traducción cinematográfica básicamente se vale de estas cuatro técnicas: **traducción cero** (cuando el título no se traduce)**, traducción literal** (cuando se trata del calco)**, adaptación** (cuando el original se adapta a la lengua meta) y **creación** (cuando el original se cambia en absoluto)**.**

“Xena Warrior Princess” es un serial al alcance de todos de la producción de Los Estados Unidos y Nueva Zelandia. Es tan famoso que ha sido traducido a muchos idiomas extranjeros y ha sido difundido por todas las partes del mundo. Por supuesto,

este serial está traducido a los idiomas variados tales como el italiano, español (castellano y latino), francés, alemán, etc. Este artículo está dedicado a las particularidades de la traducción del serial al italiano y español de habla castellana.

El título del show. En España "Xena Warrior Princess" se traduce como "*Xena: la Princesa Guerrera*" que es el calco del original. Lo mismo pasa con el título italiano ("*Xena – Principessa Guerriera*"). La diferencia sólo existe en la pronunciación del nombre de la heroína principal – Xena (en España suena como [ʃena] y en Italia – [Ksina].

Los nombres de los protagonistas. Traduciendo los nombres personales, el especialista también puede enfrentarse con un montón de dificultades. En primer lugar es el nombre de *Xena*, porque en inglés se distingue mucho en ortografía y pronunciación. Los traductores españoles e italianos retienen la grafía inglesa, pero después los españoles adaptan la pronunciación a los sonidos y reglas castellanos, y los italianos tratan de matar dos pájaros de un tiro, imitando la manera inglesa y reteniendo los rasgos italianos al mismo tiempo. De ese modo se traducen otros nombres: en castellano se utiliza la grafía inglesa, pero se pronuncia según las reglas españolas (*Joxer* [dʒəʊkser] en España suena como [hokser], *Eli* [ilai] – [eli], *Eve* [iv] – [eva]). De excepciones, hay que mencionar *Callisto* (a pesar de que, ese nombre tiene que sonar en España como [cajisto], sigue oyéndose de la manera inglesa). Los traductores italianos tratan de combinar los rasgos italianos e ingleses (Eve – Evi, Callisto – Callisto, Draco – Draco). Por lo común, ellos toman el arbitrio de cambiar totalmente los nombres (como hacen con los títulos). Así, *Joxer* se convierte en Corilo, *Gabrielle* – Olimpia, *Eli* – Belur, *Antinea* – Alti, etc. Los nombres de los dioses y personajes históricos (Ares, Discord, Aphrodita, Julius Caesar, etc.) se traducen a la manera romana (Marte, Discordia, Venere, Giulio Cesare, etc.)

Los títulos de capítulos. Prestando atención a este aspecto, hay que notar que los traductores españoles han hecho lo que buenamente podían para preservar el original y el sentido que sobreentendían los creadores del serial. Por ejemplo, "*Sins of the Past*" ha sido traducido como "*Pecados del pasado*", "*Orphan of War*" – "*Huérfano de guerra*", "*The Furies*" – "*Las Furias*", "*Sacrifice II*" – "*Sacrificio II*", "*A family affair*" – "*Un asunto de familia*", "*The Ring*" – "*El Anillo*". Todos los ejemlos muestran las coicidencias absolutas no sólo en léxico sino también en artículos definidos e indefinidos. No obstante, hay unos cuantos episodios cuyos títulos, conservando el sentido del capítulo, no han sido traducidos según el original. Entre los cuales hay que enumerar "*Hooves and Harlots*" [Cascos y Rameras] ha obtenido el nombre de "*Centauros y Amazonas*", "*Tsunami*" [Tsunami] – "*Maremoto*", "*When Fates Collide...*" [Cuando Parcas Tienen un Enfrentamiento] – "*Colisión de destinos*".

Sin embargo, los traductores italianos se han permitido más libertades con los títulos ingleses, absolutamente cambiandolos. La otra particuridad consiste en que todos los episodios empiezan con el nombre de la protagonista Xena. Verbigracia, "*Xena nel Regno delle Ombre*", "*Xena contro il Distruttore*", "*Xena rivive nel 2000*", etc. Asimismo, los episodios que tenían el mismo título en ingles, los han obtenido completamente diferentes en italiano ("*The Debt I*" y "*The Debt II*" se han convertido en "*Xena contro il Dragone Verde*" y "*Xena e le Perde di Saggezza*", "*Sacrifice I*" y

"*Sacrifice II*" – "*Xena e la rinascita di una dea*" y "*Xena e il sacrificio supremo*"). Los títulos se han hecho más largos porque reunen en sí todo el relato del capítulo.

En la conclusión hay que decir que traduciendo el serial "Xena Warrior Princess" los traductores italianos y españoles han usado las técnicas muy distintas. Cuando se trata de la traducción castellana, se ve seguramente que los especialistas mantienen el modo literal y la adaptación, porque casi todos los títulos de episodios han sido traducidos según el original, y los nombres personales han sido adaptados a la manera castellana. Mientas tanto, los especialistas italianos se han referido al modo de creación, porque todos los títulos de capítulos y casi todos los nombres de personajes no se corresponden a los ingleses.

Bass D.
Mykhaylo Tuhan-Baranovskyi Donetsk
National University of Economics and Trade
Scientific supervisor: S. A. Ostapenko

THE TERM AS AN OBJECT OF TRANSLATING INVESTIGATIONS IN THE FINANCIAL SPHERE

Our research work is dedicated to the general problems of financial terms translating from English into Ukrainian. The actuality of the problem is reasoned mainly by the increasing cooperation between the financial institutions of our country and the foreign ones. The aim of the research work is connected with correlation between the financial term systems of the English and Ukrainian languages as well as the analysis of the main ways of terms rendering in the process of translating.

V. Karaban determines the term as a language sign, which represents special and professional conceptions of Science and Technology.

A. Kovalenko defines the term as a emotionally neutral word or phrase, which is used for concepts and names of objects accurate rendering.

Ye. Skorokhodko offers the following characteristics of terms:

- term has to be absolutely monosemantic and has the only one meaning in any context;
- term formal structure has to express the relations between the notions;
- there also should be a possibility of terms formal transformation to get new terms for defining newly created notions;
- the possibility of terms automatic translation from natural language into informative language and vice versa should be taken into consideration;
- terms have to be short;

We can distinguish the following groups of terms from the linguistic point of view:

- basic terms (*credit, currency, finance, loan, rate, tax, funs, asset, interest*);
- terms, which are derivatives from lexical units and phrases (*liquidate*), which have one or more basic components (*banking rate – банківська ставка, debit interest – дебетові відсотки*);

- terms, which are borrowed from another fields and have significant semantic modifications. For example, *leverage – система важелів* (державного регулювання), *financial leverage – фінансовий левередж* (показник використання позичених коштів).

There are many different ways of terms translation. Difficulties in translation are caused by complicated and multilevel nature of terms creating and their synonymy.

One of the main ways of terms translation is with the help of lexical equivalent. It's a lexical compliance which matches exactly with the meaning of the word. For example, *economics – економіка, money – гроші, market – ринок, loan – позика*.

Another way of term translation is descriptive translation. It's a word rendering with the help of expanded explanation of a foreign word meaning. Examples: *portfolio theory* – теорія, згідно з якою не можна тримати гроші в одному банку або продавати товар лише на одному ринку; "*white elephant*" – «*білий слон*» (нікому непотрібний товар або товар з низькою купівельною спроможністю); *brand switchers* – покупець, який не тримається певної торгової марки і легко міняє її на іншу.

Transcording. This way is used while translating names of companies, corporations and financial institutions. Examples: *Special System Industry – Спешіал Систем Індастрі; corporation – корпорація, manager – менеджер, documentation – документація.*

Concretization of meaning. It is applied when instead of generic term, we use its more limited meaning. Example: *board – колегіальний орган управління*, is differentiated and specified as *правління, президія, бюро, рада, міністерство, колегія, департамент* тощо.

Generalization of meaning. It's a rare situation when specific notion is translated by more abstract one: *money still in control in all lands of the press, the radio, the moving picture, the telephone, the officials of state, their banks and means of transportation, their police and hired agents – оскільки у всіх країнах гроші ще контролюють пресу, радіо, кіно, засоби звязку, державний апарат, банки і транспорт*; the word *телефон* would be unsuitable and is to be replaced by a wider notion *засоби звязку*, which is logically fits the situation mentioned above.

The idea of antonymous translation is in rendering the meaning of the term with the help of the opposite one: *Their situation **is not likely** to **improve** soon; some economists predict it will be years, not months, before employers regain any semblance of bargaining power. – **Схоже** на те, що ситуація у цій галузі найближчим часом **не поліпшиться**, більш того, деякі економісти передрікають, що пройде кілька років, а не місяців, доки підприємці повернуть хоч якусь зовнішню подібність колишньої торгівельної могутності.*

Terms could also be translated with help of other method – calque. Phrases are translated by relevant elements of language translation: *multiple accredit – множинне акредитування; according to law – у відповідності до закону; econotys recovery – економічне відродження; gross domestic product – валовий національний продукт; housing market – ринок нерухомості.*

In conclusion, I want to admit that terms' translating is a very responsible task. Such a task requires from translators not only a high level of language knowledge, but

multifaceted perception of linguistic world picture and excellent knowledge of those industry and science spheres, which the translation concerns as well. As the English economic term system is a language-producer of new international economic terms, adequate translation of professional terms is gaining its importance for Ukrainian financial economic terminology formation and normalization in accordance with international standards.

Cheremashentseva O.
National Metallurgical Academy of Ukraine
Scientific supervisor: O. V. Abramova

THE DIFFICULTIES OF INFINITIVE TRANSLATION IN TECHNICAL LITERATURE

The present paper is devoted to the analysis of the Infinitive usage in technical texts and the ways of its translation. The Infinitive was studied by such prominent scholars as V.I. Karaban, V.L. Kaushanskaya, B.N. Klizmo, V.N. Komissarov, V.S. Slepovich, A.L. Pumpianskii, Ya.I. Retsker and others.

The Infinitive can be defined as a non-finite form of the verb which combines the properties of the verb with those of the noun. Some linguists point out that the Ukrainian non-finite verb and the English Infinitive have similar features, but at the same time they can be translated in different ways. The translation of Infinitive depends on its form and function in the sentence.

The Infinitive can be Active or Passive, Simple, Perfect, Continuous or Perfect Continuous. The frequency of use of the Infinitive grammatical forms in technical texts is non-uniform. The Simple and Perfect Infinitives (both Active and Passive) are used more often in technical texts than other forms. Simple Infinitive is generally translated into Ukrainian by the verb in Present or Past tenses, while Perfect Infinitive – by Past tense only.

The function of the Infinitive in the sentence also influences the way of its translation. In the English scientific and technical literature the Infinitive is more frequently found in the function of attribute or adverbial modifier.

In the function of adverbial modifier the Infinitive is more often used in technical texts to denote the purpose or the result. The Infinitive as an adverbial modifier of purpose can be introduced by conjunctions “in order to” or “so as”. At the same time the Infinitive in the syntactic function of adverbial modifier of result chiefly occurs after adjectives modified by the adverbs “enough” and “too”.

a) Infinitive as an adverbial modifier of purpose is translated as follows:
   - “(для того) щоб / аби” + Simple form of the verb;
   - “для / з метою” + noun;
   - Adverbial clause of purpose, which is introduced by “для того, щоб” (for + noun / pronoun + Infinitive).

b) Infinitive as an adverbial modifier of result is rendered as follows:
   - “щоб / аби” + Simple form of the verb;

- personal form of the verb-predicate as a part of compound sentence; it is introduced by Ukrainian "і" or Conjunctive subordinate clause with conjunction "що";
- compound sentence of degree, which is introduced by conjunction "щоб" (for + noun / pronoun + Infinitive).

It should be noted that the construction "for + noun / pronoun + Infinitive" is also widespread in technical texts in the functions of adverbial modifier of purpose or result.

The Infinitive as an attribute always means the unperformed action which is considered possible, necessary, desirable or recommended. It should be noted that the use of the Infinitive in attributive function is more extensive in English than in Ukrainian. In this function Infinitive is widely used in Simple (both Active and Passive) and Perfect forms. So, there are different ways of translation of Infinitive as an attribute.

a) Simple Active Infinitive in the function of attribute can be translated by:
   - Simple form of verb if Infinitive is used after nominal predicate or pronouns 'nothing', 'something', 'anything' and nouns 'ability', 'reason', 'offer', 'desire' and so on;
   - verbal noun;
   - personal form of verb as a part of Attributive clause;
   - Present or Future tense of the verb-predicate as a part of Attributive clause;
   - tense of the verb according to the context;
   - Subjunctive mood of the verb-predicate as a part of Attributive clause.
b) Simple Passive Infinitive in the function of attribute is frequently translated by modal verbal predicate ("слід", "потрібно", "можна" + Infinitive).
c) Perfect Infinitive in the function of attribute is rendered by the form of Past tense of verb-predicate.

The presented facts prove that translators should be aware of all the rules of Infinitive translation in order to perform his / her professional activity successfully.

Dogadko M.
National Mining University
Technical Supervisor: T.Y. Vvedenskaya

TRANSLATIONAL PECULIARITIES OF PROPER NAMES

Proper names and proper nouns translation is a very interesting field of translation to study. First of all, it should be noted that there is no one appropriate and universally accepted way of proper names translation. Thus every translational equivalent should be chosen very carefully.

Transliteration is one the most common ways for proper names translation. It is widely used by translators thanks to its simplicity and ability to add additional symbols. According to this translational method, foreign geographical names are conveyed with

target language letters without any regard to pronunciation peculiarities: (*Hudson – Гудзон*, *Walter – Вальтер*, *Worchester – Ворчестер*, *Hull – Гуль*).

Transcription is another widely used translational method for proper names translation. Names of various magazines and newspapers are usually transcribed: (*Times – Таймс*, *International Herald Tribune – Інтернешенел Геральд Триб'юн)*. All exceptions to this accepted rule are caused by long lasting lingual traditions.

Some proper names are so complicated, that they require direct translation. To name a few examples, *Michael Faradey* at the time of Soviet Union was conveyed as *Михайло Фарадей*, a *George Washington* – as *Георг Вашингтон*.

Other translational techniques used for proper names translation such as transplantation are mostly considered non-acceptable for foreign proper names translation into Ukrainian language.

Loan translation is another translational method for proper names translation, although it is not as common as transcription and transliteration. This translational technique requires word's components conveyance from the source language with the help of the target language elements. Loan translation is used for fiction translation (*(«The White Guard» – «Біла гвардія»; «Over the Cuckoo's Nest» – «Над гніздом зозулі»*) and a variety of idioms (*the Fruits of the Enlightment – «плоди просвітництва»*).

Proper names translation is a very difficult and at the same time fascinating process. It is hugely important to choose the equivalent correctly in order to avoid misunderstanding or even more serious conflicts at different levels of communication.

Kruchenko K.
National Mining University
Scientific supervisor*:* M.V.Orel

HOW TO TRANSLATE MARKETING MATERIALS

English is clearly the lingua franca of international business. Around the world, people of all cultures are peppering their native languages with English terms and phrases. This does not lessen the value of translation — it is simply a reflection of doing business in a multilingual marketplace.

Every business wants to develop a product or service that is desired on a global level. The main problem in achieving that goal is creating posters, advertisements and online pages that appeal to other cultures. Companies that learn to translate marketing materials effectively can find new outlets for their products. The following instructions will help translators be effective in their work.

Generate a list of slang terms and colloquialisms in foreign markets to make translation simpler. Your designers need to use buzz words, popular colors and appropriate images for target demographics when translating marketing materials. Remember that the shelf life for slang terms is often brief: today's "tight" will quickly become tomorrow's "tubular" (or the foreign-language equivalent).

Prepare for direct translation issues as you convert marketing materials for a global audience. There are many English phrases that are not translated directly into other

languages, creating awkward wording in advertising. Create multiple phrases that address the topic of an awkward sentence before submitting materials for printing.

Submit marketing translation projects to graduate classes familiar with international business. Programs like Purdue University's Center for International Business Education and Research offer students chances to work with companies on translating materials for new audiences.

Utilize business translation software for basic marketing materials needed in major companies. SYSTRAN and other software companies offer packages for businesses that want to plug in slogans, product descriptions and customer testimonials into foreign languages.

At least two translators can be employed when converting marketing materials from foreign markets. One translator conducts a preliminary translation of competing materials in a foreign language. Another translator checks work for accuracy and suggests different phrases that make more sense.

Establish a demographic profile for foreign markets before you translate marketing materials. Your team should translate international posters, brochures and Web pages directed at this target market. Utilize buzz words in these materials as you translate your own materials for a particular market.

Adapt marketing materials to print, television, radio and Web publications during translation.

Finally, conduct extensive studies of cultural trends and taboos before translating marketing materials.

Liashenko A.
National Metallurgical Academy of Ukraine
Scientific supervisor: I. V. Russkykh

THE PECULIARITIES OF TRANSLATING REALIA WORDS

In times of globalization linguistic issues are of special attention. Linguists confront a variety of problems, one of which is realia words. According to V. I. Karaban, realia words are the lexical elements denoting ethno specific notions (notions belonging to one culture) and are considered as non-equivalent vocabulary. In the field of translation "realia" as a term appeared in 1940s, used by A. V. Fedorov. The Bulgarian translators S. Vlakhov and S. Florin were the first to carry out in-depth study of realia. Since realia denote the notions that are absent in other cultures, carry a very local overtone, they pose a challenge for translation.

According to A. V. Fedorov, V. Shevchuk and V. I. Karaban there are some basic ways to render realia from the source language into the target language: transcoding (transcription or transliteration), calquing, descriptive translation and hyponymic translation.

1) Transcoding (transcription and transliteration) is finding the most accurate equivalent through rendering sounds or graphic word forms from the source language by using letters of the target language. This method of translation is the most concise and the most widely used.

2) Calquing is a literal translation, i. e. rendering the meaning of the word by adding the translated parts without any changes.
3) Descriptive translation is a way of approximate translation, which is applied only in cases where no other way is possible.
4) Hyponymic translation is a method of replacing the notion of species into the family notion, in other words, generalizing, rendering the realia by language unit, which has a broader meaning. It allows to refuse transcription and replace the notions, the difference between which in terms of the context is insignificant.

The realia words are more common in the language of literature and mass media. In scientific and technical literature realia are most often found as the names of equipment, transport, professions, labor organizations, geographical names and weights and money units, etc. Realia are usually not translated (or are rendered by transcription) in scientific style, they are given their original spelling or transliteration form (e. g. General Electric Corp. - "Дженерал Електрік Корпорейшн", Wall Street – "Уолл Стріт", Daily Worker – "Дейлі Уоркер").

Thus to translate realia different strategies exist, placed by Israeli scholar, G. Toury, between two extremes: adequacy (closeness to the original) and acceptability (making the word entirely consistent with the target culture).

Mushtat S.,
Primostka R.
Alfred Nobel University
Scientific supervisor: M.R. Kabanova
Language supervisor: P.W. Bradbeer

SOME ISSUES ABOUT STUDYING LITERARY TEXT FROM A POSITION OF ADEQUATE TRANSLATION

The questions of how to make a high quality translation of literary texts has always been in the spotlight.

But the problem of rendering an adequate translation of the meaning of a text without losing its original features has not been solved yet.

The problem of equivalence in the process of translation of a text has for a long time been controversial. Experts, like Y. Naida, R. Jacobson and other proceed on the assumption that absolutely correct translation is not possible. Another group of experts, including D. Catford, Y. Raycer, V. Komissarova and others insisted on their point of view, that reproduction of all original content is impossible.

Among many other approaches, the most interesting, in our opinion, is that of K. Chukovski, R. Zorivchak, A. Fedorov etc, who argue that full or adequate translations means thorough transfer of the meanings, lexical correspondences, transmission of the spirit and style of the original, and, as a result call up in the reader the same impressions that a reader of the original would have.

With the development of IT with all its powerful potential there is a greater risk that literal translation will take over and substitute itself for the normal translation,

and treat translation like just an automatic process without taking into account the special flavor and properties of the original text. Certainly, we cannot ignore the differences in the linguistic norms of various languages, for example, English, Ukrainian or Russian. Unfortunately, modern approaches to the study of question of universals in translation and the quality of the translation of a literary text often separates us from the spirit, style and inimitable authorial characteristics in the original text.

And, finally, comparing the translations of the text by J. K. Rowling "Harry Potter" in Russian and Ukrainian we came to the following conclusion. Comparing Russian and English, we can feel that the difference is not so great, but the Ukrainian translation seems much more successful. As for the Russian interpretation, it's not fully elaborated. Below we quote an extract from a chapter of "Harry Potter and the Deathly Hallows".

"The two men appeared out of nowhere, a few yards apart in the narrow, moonlit lane. For a second they stood quite still, wands directed at each other's chests; then, recognizing each other…"

In our opinion, and from the scientific point of view the Ukrainian translation fits more faithfully than the Russian because it preserves the author's originality and master's hand.

Mylkevych G.,
Savchenko A.
National Mining University
Scientific supervisor: O.M. Cherkaschenko

ETHICAL ASPECTS OF INTERPRETATION

Under conditions of vigorous development of the international relations between Ukraine and European and Asian countries, the issue of an interpreter's ethical principles is becoming more urgent and acute. A truly professional interpreter is expected to demonstrate perfect language skills, as well as follow certain ethical rules, since much depends on their competence.

Specific ethical features of the interpretation activity, contributing to interpreting at the acceptable level, are considered. Linguistic abilities, the interpreter's ethical features, awareness of culture and ethics of interpretation and communication would be advantageous in creating their positive image and successful performance.

There are certain recommendations which every interpreter should follow and bear in mind. They are to improve their personality and skills having their integrity and willingness to enhance their knowledge and continuously learn new words and phrases, their meanings and applications, new subject fields.

To convey all the linguistic and paralinguistic aspects of the message they should know cultures. Even gestures used by foreigners should be well known by the interpreter. Many of gestures are appropriate only in informal situations, others are considered rude. The interpreter translates most of those gestures into language improving and correcting the client's speech, which is even more demanding.

Sometimes it is not just a matter of substituting one term for another. A concept in one culture may simply not exist in another one, and a descriptive phrase to convey the idea adequately is used. As a result, the target-language version of a message is frequently longer and wordier than the source-language version.

The interpreter should be of one accord with his client. If the latter is trying to sell a particular product and he hates the product, he should not take the job, but be strong enough to say "no" no matter how much he would be paid; i.e. both should have similar values. The interpreter is a voice without opinion. They have much entrusted to – there is power in being a bridge between the parts, a very privileged position that must be treated with respect. Not only words do they convey, but impressions with sounds and body language.

Apart from awareness of what to do properly, every interpreter should mind their don'ts – what they are not supposed to do while performing. The most important are:

- to give their opinion or comments, unless they are asked to;
- to add or delete meanings or distort information;
- to put forth their ideas or agendas;
- to interrupt or draw attention to themselves;
- to stop speaking (interpreting) when arguments arise;
- to exclude the one they are assigned to from the conversation (i.e. a debate brakes out between several people and the interpreter just waits until it is finished, excluding his client from involvement);
- to keep on working in the sphere if it is not their calling;
- to take a job that compromises them or their beliefs – the interpreter and his/her reputation are on the line.

Last but not least: interpreters are never to stop learning. Vocabulary is learned with practice opportunity and a desire to improve. But hearty attitude is what undergirds this all.

Thus, the ethical issue is much more complicated than it seems to be at the first glance. No one is perfect, and there is always something we need to reach. Ethical rules should control interpretation as a profession, regulating the interpreter's relations with other interpreters, clients and the issues related to official secrets.

Sydorenko I.
National Mining University
Scientific supervisor: T.Yu. Vvedenska

CROSS-CULTURAL CONFLICT WHILE TRANSLATING IDIOMS OF UKRAINIAN AND RUSSIAN LANGUAGES

Phraseology (from Greek "phrasis" - "expression", "logos" - "learning") - is a science about phraseological units, that is abot stable word combinations with complicated semantics. This science is not only about structural and semantic models of alternating units. It is about the degree of their stability. Charles Bally, an outstanding Swiss linguist, is considered to be the father-founder of theoretical

phraseology. He was the first to define phraseology as an independent branch of lexicology. Phraseology was first tackled within the context of linguistics by professor Polivanov who claimed that lexicology studies individual meanings of words while morphology is engaged in formal word meanings and syntax deals with formal meanings of word combinations.

There have been a lot of attempts to classify phraseologisms by such famous scholars as V. Vinogradov, V. Jukov, M.Shanskiy and A. Efimov. However, there is no single ultimate classification of phraseological units. V. Vinogradov divides idioms into three groups depending on the intensity of the transferred meaning and hence weakness of the nominative one: phraseological fusions, unities and combinations. A.Kunin singles out idimatisms, phraseomatisms and idiophraseomatisms. N.Amosova simply separates phrasems from idioms.

As for the translation of idioms, the ways suggested by V.Gorlov are most commonly used: equivalent, analogue, explication, antonymic translation, loan translation and combined translation.

In our practical research we used Vinogradov's typology of idioms and Gorlov's classification of translation techniques. The cross-cultural discrepancies arising during idioms translation are most vividly reflected in their etimology.

For example, шаляй-валяй, is said to have two versions of descent, Russian and Turkish where şöyle böyle (шойле бойле) means average, mediocre; thus шаляй-валяй is close in meaning and refers to something done in a lose way - neither well, nor badly. Generally speaking, both in Russian and Turkish the idiom bears a derogatory, negative character. English equivalent any old way renders the idea of this idiom in a positive stance from a different perspective, For an English man old almost automatically means good.

The idiom вопрос на засыпку is likely to have been created by students who have to answer different questio at exams but the worst ones are those which lead to failure засыпка - English version of this idiom tricky question - is translated as провокаційне, каверзне питання. Its aim is sooner to provoke brain storming rather than plough, pluck, or pip the student at the exam. As we see, the point of the idiom is changed in trabslation.

Let us analyse the idiom стрелять сигареты. The verb стрелять - shoot initially meant "shooting from a bow with an arrow", later it was applied to any kind of weapons. In Russian the word стрелять underwent semantic transformation and acquired the new meaning to fetch something by pleading. The English equivalent of his idiom is to bum a cigarette. The verb to bum is supposedly derived from German bummeln - to idle away. As we see the emphasis of these versions of the idiom and two languages is different. Russians prefer to actively beg for something while English and German hope to receive the thing without paying any effort.

Idioms, more than any other group of words in a language, reflect the nationally and culturally specific pictures of the world, inherent to native speakers. By comparative study of phraseology, one can not only better understand the underlying meaning of idioms but also to realize the specifics of one's own culture. The ability to accept and appreciate the systems of cultural values of a different nation is a must for a civilized person in conditions of globalization. Moreover, the knowledge of cultural

peculiarities and the skill to perform cultural adaptation are the most important competences in the profession of an interpreter.

Tykhomyrov M.
National Mining University
Scientific supervisor: T.Yu. Vvedenska

CINEMATIC TEXT AND DIFFICULTIES OF ITS TRANSLATION

The notion of cinematic text was proposed by Sorokin and Tarasov. According to their definition, cinematic texts are texts with a structure that consists of two non-homogenous microstructure units (verbal and non-verbal language, the latter encompassing other sign systems rather than natural language).

Cinematic text is dissection of reality by means of cinematography - lighting, perspective, scene, camera movement and assembly of derived elements in a new order. [Eisenshtein]

When translating a cinematic text, translators have to overcome the following difficulties:

1) Rendering of slangisms:

Slang is defined as a kind of language occurring chiefly in casual and playful speech, made up typically of coinages and figures of speech that are deliberately used in place of standard terms for added raciness, humor, irreverence, or other effect. Conveying slang meaning is closely connected to the related allusion, so when it is possible to adequately render a cultural reference, translators make a slangism more clear to the viewer, based on the context, by using methods of approximate equivalence or compensation.

When slang is combined with explicit language, sometimes swear words are rendered by using slang or, conversely, rendering slang through swear words.

If there is no analogue, translators render an approximate meaning using description or a contextual equivalent.

2) Rendering slang metaphors and similes.

When rendering metaphors and similes, their expressiveness should be the same as in the original. However, some similes can seem strange or incomprehensible to a viewer, if the translation is done literally. As a translator should preserve the expressiveness of the original he/she should find an equivalent not according to the original literal meaning, but to the original pragmatic potential.

3) Rendering idioms.

Besides widely applicable methods of idioms' translation like absolute or near equivalents, cinematic idiomacy calls for a more creative approach. The main difficulty is the absence of analogue. If there is no analogue, the idiom in translation is completely missed out, or its meaning is rendered using a neutral phrase, which reduces the vividness of the character`s language.

Thus, when rendering slang, the translator needs a wide knowledge of informal language (both of the original and of the language of translation), which often belongs

to a marginal social group. Informal lexicon creates bright images, and though often rude, they make a strong effect upon the viewer.

Yakubina S.
National Mining University
Scientific supervisor: T.N. Vysotskaya

FILM TITLES TRANSLATION

Film title translation is a very interesting field of translation. In many cases the translation of foreign titles is not actually the real translation, more likely it is a free interpretation or a complete adaptation.

Film title has a specific function of the whole movie sense compression in a short phrase. Moreover this phrase is supposed to give the reader the idea of this film genre, to hint at the content. Its most important aim is to attract the attention. Translator should take into account these title features. He should be guided not only by his language skills. It is also extremely important to pay attention to a lot of other nuances in the process of translation.

The simplest strategy of the translation is direct or literal translation of film titles into the Ukrainian language. This method is used in the absence of the untranslatable socio-cultural realities and the conflict between the form and the content: *The Aviator - Авіатор (2004), Terminator .Genisys – Термінатор. Генезис (2015), The Lone Ranger - Самотній рейнджер (2013).*

The second strategy is the title transformation, which is caused by various factors: lexical, stylistic, functional and pragmatic ones. For example, the translation of the title may be accompanied by semantic adaptation when the genre or semantic insufficiency of literal translation is compensated with the substitution or addition of lexical elements which are connected with the film plot. For example, the film *"D-wars"* is translated as *"Війна динозаврів"*, and *Scary Movie* - as *"Дуже страшне кіно"*.

At semantic adaptation it is important not to deviate from the original title and not to go too far into creative adaptation. For example, the film *"In her shoes"* (literally *"В її шкурі")* is translated as "*Подалі від тебе",* although *"На її місці"* would be closer to the original. In the translation of *"Public Enemy"*, which sounds as *"Джонні Д"* the original meaning is absolutely lost and the title does not give domestic cinemaphile any information about the film.

The third strategy is the substitution of the film titles because of the impossibility to pass the pragmatic meaning of the original text. For example, the original title of the familiar film*"В джазі лише дівчата"* sounds as *"Some Like it Hot"*, which is literally a little-known as *"Деякі люблять погарячіше"*. This strategy was chosen because in the Soviet Union such translation was not appropriate.

In recent years more and more translators prefer to find not lexical but pragmatic equivalent, which takes some adaptation strategy - genre, meaning, etc. The choice of film titles translational strategy depends on the specifics of the source text, the text lingua cultural meaning, ideological reasons, and other important factors.

Yevseyska Y.
National Mining University
Scientific supervisor: O.M. Cherkashchenko

THE DIFFICULTIES OF TRANSLATING ABBREVIATIONS

No matter how advanced the society is, it has always needed efficient interpreters/translators and correct, relevant interpretation/translation. Thus, the issue of training interpreters/translators will never stop being actual. The professional activity itself requires constant development and improvement. However, quite many specialists encounter problems in their work, especially beginners.

One of the difficulties is connected with translating abbreviations. The phenomenon of formation of abbreviations is not new; on the contrary, it is almost as old as the phenomenon of writing, because people have always sought to use economic means of communication. The wide use of abbreviations in modern texts poses both challenges and opportunities for translators .Failure to use acronyms would lead to excessive proliferation of texts. In almost all European languages there is a great variety of abbreviations, but modern English is particularly rich in them. Number of abbreviations included in terminological dictionaries reaches tens of thousands.

Abbreviations become increasingly important, especially in the scientific, technical and journalistic texts, as a means of information due to its concentration, conciseness and brevity. They can be used in different ways, they can mean proper and personal names of organisations (the UNO, ASEAN and others), as well as members of certain organisations (a MP, PM, CEO etc.). W. Ammar (ICE-TEA: In-Context Expansion and Translation of English Abbreviations) observes that in a recent dump of English Wikipedia, 2 articles contain an average of 9.7 abbreviations per article, and more than 63% of the articles contain at least one abbreviation. At sentence level, over 27% of sentences, from news articles, were found to contain abbreviations. The ubiquitous use of abbreviations is worth some attention. Abbreviations can be acronyms, such as NASA, which are pronounced as words, or initialisms, such as BBC, which are pronounced as a sequence of letters.

Although abbreviations follow the rules of their creation, the meaning of one and the same abbreviation can differ. In addition to their dynamic nature, abbreviations are highly polysemous with respect to regular words. The problem is that sufficient context is often not available to enable a language model to promote the proper translation. Thus, much depends on the translator's knowledge and experience.

To translate abbreviations the following methods can be used:

1) free translation suggests translating according to the practical meaning of the words before they are abbreviated;
2) transliteration, that is to translate according to the English pronunciation of the abbreviation, i.e. find corresponding Ukrainian expression according to the pronunciation of the new abbreviated English word.
3) zero translation which means copying the abbreviation to the Ukrainian language according to the original expression without any translation.

Thus, to translate abbreviations correctly, a translator/interpreter should be aware of the nature of the abbreviations, understand the methods of their translations and apply them properly.

КОНКУРС ПОЕТИЧНОГО ПЕРЕКЛАДУ

POETICAL TRANSLATION CONTEST

АНГЛІЙСЬКА МОВА

Обов'язкова програма

THE CLOAK, THE BOAT AND THE SHOES
W.B YEATS

'What do you make so fair and bright?'
'I make the cloak of Sorrow:
O lovely to see in all men's sight
Shall be the cloak of Sorrow,
In all men's sight.'

'What do you build with sails for flight?'
'I build a boat for Sorrow:
O swift on the seas all day and night
Saileth the rover Sorrow,
All day and night.'

What do you weave with wool so white?'
'I weave the shoes of Sorrow:
Soundless shall be the footfall light
In all men's ears of Sorrow,
Sudden and light.'

ПЛАЩ, ЧОВЕН І ЧОБОТИ
В.Б ЄЙТС
Переклад Анастасії Бондаренко

«Ти що таке яскраве ш'єш?»
«Розкішний плащ для Смутку
Аби із далечезних меж
Куди ти тільки не зирнеш –
Його примітиш хутко».

«Ти що таке летюче ш'єш?»
«Для човника вітрильця,
Аби в морях, повз узбереж
Так швидко, що не доженеш

Мчав Смуток світлолиций».

«А що ж ти біле ш'єш таке?»
«То чобітки із пуху,
Щоб вухо жоднеє людське,
Не чуло тупцяння летке
Коли підходить Смуток».

ПЛАЩ, КОРАБЛЬ И ОБУВЬ
У. Б. ЙЕЙТС
Перевод Виктории Шпоньки

– Что это ты шьёшь? Прекрасно сукно.

– В плащ облачу я Печаль.
Плащ этот чудесный и только его
Будет носить Печаль.
Только его.

– Что это ты строишь? Легки паруса.

– Кораблём поплывет Печаль.
Весь день и всю ночь, и увидят глаза,
Как быстро несется Печаль.
Увидят глаза.

– Что ты плетёшь? Пряжа как снег.

– В шерсть я обую Печаль.
Чтоб не расслышал простой человек,
Как тихо шагает Печаль.
Ни один человек.

Факультативна програма

WHY DID I LAUGH TONIGHT?
JOHN KEATS

Why did I laugh tonight? No voice will tell
No God, no demon of severe response
Deigns to reply from heaven or from hell
Then to my human heart I turn at once:
Heart, thou and I are here, sad and alone,

Say, why did I laugh? O mortal pain!
O darkness! darkness! Forever must I moan
To question heaven and hell and heart in vain?
Why did I laugh? I know this being's lease
My fancy to it's utmost blisses spreads
Yet would I on this very midnight cease
And all the world's gaudy ensigns see in shreds
Verse, fame and beauty are intense indeed
But death intenser, death is life's high meed.

ЧОМ СМІХ МІЙ РОЗІТНУВ НІЧНУ ПОКРОВУ?
ДЖОН КІТС
Переклад Анастасії Бондаренко

Чом сміх мій розітнув нічну покрову?
І Пекло й Рай мовчать собі, глухі.
Я серце запитаю нездорове
Від смутку, від самотньої нудьги,
Однак й воно ніяк не обізветься
Весь світ мовчить, і в ньому – власне серце!
Чому сміявсь? Я б всі яскраві миті,
Пошматував як брязкальця на друзки,
Прикраси всі із легкістю розбити
Я міг би в опівнічному безумстві!
За творення, звеличення і вроду
Ні, не життя, а смерть – винагорода.

DIALOGUE BETWEEN GHOST AND PRIEST
SYLVIA PLATH

In the rectory garden on his evening walk
Paced brisk Father Shawn. A cold day, a sodden one it was
In black Novemeber. After a sliding rain
Dew stood in chill sweat on each stalk,
Each thorn; spiring from wet earth, a blue haze
Hung caught in dark-webbed branches like a fabulous heron.
Hauled sudden from solitude,
Hair prickling on his head,
Father Shawn perceived a ghost
Shaping itself from that mist.
'How now,' Father Shawn crisply addressed the ghost
Wavering there, gauze-edged, smelling of woodsmoke,
'What manner of business are you on?
From your blue pallor, I'd say you inhabited the frozen waste
Of hell, and not the fiery part. Yet to judge by that dazzled look,

That noble mien, perhaps you've late quitted heaven?'
In voice furred with frost,
Ghost said to priest:
'Neither of those countries do I frequent:
Earth is my haunt.'
'Come, come,' Father Shawn gave an impatient shrug,
'I don't ask you to spin some rridiculous fable
Of gilded harps or gnawing fire: simply tell
After your life's end, what just epilogue
God ordained to follow up your days. Is it such trouble
To satisfy the questions of a curious old fool?'
'In life, love gnawed my skin
To this white bone;
What love did then, love does now:
Gnaws me through.'
'What love,' asked Father Shawn, 'but too great love
Of flawed earth-flesh could cause this sorry pass?
Some damned condition you are in:
Thinking never to have left the world, you grieve
As though alive, shriveling in torment thus
To atone as shade for sin that lured blind man.'
'The day of doom
Is not yest come.
Until that time
A crock of dust is my dear hom.'
'Fond phantom,' cried shocked Father Shawn,
'Can there be such stubbornness--
A soul grown feverish, clutching its dead body-tree
Like a last storm-crossed leaf? Best get you gone
To judgment in a higher court of grace.
Repent, depart, before God's trump-crack splits the sky.'
From that pale mist
Ghost swore to priest:
'There sits no higher court
Than man's red heart.'

РОЗМОВА СВЯТОГО ОТЦЯ З ПРИВИДОМ СИЛЬВІЯ ПЛАТ

Переклад Анастасії Бондаренко

Як Шон Отець розвіятись недовго
Осіннім днем в садок надвечір рушив,
Було довкола холодно, волого
І синя мла морозно стлалась в душу,

І птахом тріпотіла в темнім вітті,
Прекрасним птахом, спійманим у сильця
Похмурий листопад дощами вмився
Встиг кожен пагін росами змочити.

Аж ось Отець вже більше не самотній,
Бо перед ним, сплетаючись із мли
Страшенний привид виринув з безодні
З туманної пустої далини.

«Скажи мені,-Отець звернувсь до нього,
Вдихнувши гар,-Подався ти сюди
Із Пекла саме закутку якого?
Я бачу, онімілий ти, блідий
Тож мусив буть в засніжених пустелях.
А може ти уникнув покарання?
Цей погляд, ця постава.. З ними вельми
Ти міг би врешті втрапити до Раю.»

І привид мовить голосом затерплим,
Він мовить тихо до Отця Святого :
«Не вхожий я до Раю і до Пекла.
Я на землі, і тут моя тривога.»

«Ні, ні,-стина плечима Шон Отець,-
Цих казочок не треба сміховинних.
Мій швидко уривається терпець.
Одне скажи, за всі твої провини
За всі діяння що ж призначив Бог?
У вироку до тебе що він мовив?
Чи складно не торочити байок,
І відповіддю втішити старого?»

«Кохання увіп'ялось в моє тіло
Ще за життя. І як могильні черви
Мене шматує, їсть мене, як їло.
Голодне і живе,
Хоча я – мертвий.»

Отець гука : «Хіба таке кохання
Дароване гріховній плоті кволій?
Ти проклятий. Тиняєшся в омані
Неначе й не вмирав собі ніколи,
Осліплений, страждаючий, самотній,
Тікаєш від заступництва Господня.»

«Хай буде так, як все судилось буть.
Хай Судний День з землі мене відкличе.
До того Дня єдиний дім мій тут.
У поросі, пилюці, попелищі.»

«Сердешний привид!-голосить старий,-
Яка страшна, немислима затятість
Носити мертве тіло, як вітри,
І душу лихоманкою розтяти,
Від неї потерпати навіжено!
Не вештайся землею, мов приблуда.
Йди, каяттями вимоли прощення!
Нехай тебе найвищі сили судять!»

Тоді крізь млу холодного туману
Звертаючись востаннє до Отця,
Промовив привид істину незламну :
«Найвища сила - то людські серця.»

THE WEST WIND
J. MANSEFIELD

It's a warm wind, the west wind, full of birds' cries;
I never hear the west wind but tears are in my eyes.
For it comes from the west lands, the old brown hills.
And April's in the west wind, and daffodils.

It's a fine land, the west land, for hearts as tired as mine,
Apple orchards blossom there, and the air's like wine.
There is cool green grass there, where men may lie at rest,
And the thrushes are in song there, fluting from the nest.

"Will ye not come home brother? ye have been long away,
It's April, and blossom time, and white is the may;
And bright is the sun brother, and warm is the rain,--
Will ye not come home, brother, home to us again?

"The young corn is green, brother, where the rabbits run.
It's blue sky, and white clouds, and warm rain and sun.
It's song to a man's soul, brother, fire to a man's brain,
To hear the wild bees and see the merry spring again.

"Larks are singing in the west, brother, above the green wheat,
So will ye not come home, brother, and rest your tired feet?
I've a balm for bruised hearts, brother, sleep for aching eyes,"

Says the warm wind, the west wind, full of birds' cries.

It's the white road westwards is the road I must tread
To the green grass, the cool grass, and rest for heart and head,
To the violets, and the warm hearts, and the thrushes' song,
In the fine land, the west land, the land where I belong.

ЗАПАДНЫЙ ВЕТЕР
ДЖ. МЭЙСФИЛД
Перевод Дмитрия Соколовского

Этот дивный западный ветер, наполненный пением птиц,
Что упорно слезу мою гонит вдоль заплаканных, черных ресниц.
Ты поведай мне ветер про путь вдоль коричнево-черных холмов,
Что б вкусить я мог запах нарциссов и апрельских цветущих лугов.

Ты поведай мне ветер, где сердцу покой суждено нам найти,
Где божественный яблочный сад я смогу без проблем обрести.
Я прильнул бы к траве, что земельный покров выстилает там.
И послушал волшебное пение птиц и на флейте бы им подыграл.

Я прошу, ты ответь мне мой ветер, разве ты не вернешься домой?
В день, когда теплый май нам сменяет апрельский покой.
В день, когда яркое солнце заменяет нам дождь и ненастье.
Разве ты не вернешься домой, что б познать ощущение счастья?

Я хочу, чтоб увидел ты дивных зверей в молодой и цветущей траве,
Чтобы солнце нам путь осветило в глубочайшей небес синеве.
И услышал ты песню манящую, что теплотой наполнят тебя,
И вкусив сладкий мед из пасеки, ты поймешь, что весна пришла.

Посмотрев лишь на запад, увидишь жаворонка дико парящего,
И захочется на секунду застыть от его полета манящего.
Ты познаешь лекарство душевное и усладу для глаз ощутишь в этот раз.
И поймешь, наконец, смысл пения птиц, их чарующий дивный рассказ.

Этот путь, что на запад ведет, нам положено вместе пройти!
В дивный сад, где покой и смирение суждено грешным душам найти…
В дивный сад, что фиалками полниться, песнями птиц,
В край тот западный к землям родным, и к истокам светящих зарниц.

НІМЕЦЬКА МОВА

Обов'язкова програма

ROSEN IM WINTER

Ich träumte heute Nacht
einen sonderbaren Traum
darin schneite es mit ganzer Pracht
Schnee bedeckte so manchen Baum

Die Sonne schien von oben herab
und leuchtete auf dies weiße Grab
Es blinkte und funkelte in allen Farben
Als wenn Kristalle überall lagen

Die Bäume waren bedeckt mit der weißen Schicht
der Boden glänzte im kalten Licht
Um mir herum war alles still und leer
Und alleine ging ich im Wald umher

Die Atmosphäre die mich hier umgab
sie färbte sich auf meine Gedanken ab
und so fröstelte ich nicht nur in diesem Wald
auch tief in mir wurde es langsam kalt

Doch dann blieb ich auf einmal stehen
ich wollte es nicht glauben und konnte sie trotzdem sehen
inmitten dieser Schneelandschaft
erblühte eine Rose in ihrer ganzen Pracht

Ich spürte den Zauber an diesen Ort
als Blume der Botschaft stand sie dort
erhalten von einer magischen Kraft
die selbst im Winter Rosen schafft

Ergriffen ging ich auf sie zu
harsch knirschte der Schnee unter meinen Schuh
und je näher ich ihrer Nähe kam
um so mehr wurde mein Herz wieder warm

Die Kälte wich und die Einsamkeit
ihre Wärme machte sich in mir breit
und mit diesem Gefühl erwachte ich

und dachte sogleich an dich

Die Botschaft der Rose ich verstand sie sofort
meine Seele wanderte an diesem Ort
doch als ich dich traf ,begann sie zu tauen
Denn du warst die Rose in meinem Traum

ЗИМОВА ТРОЯНДА
Переклад Анастасії Акіншиної

Вночі я бачив дивний сон
В якому сніг так величаво
Дерева обіймав собою.

Світило сонце зверху вниз
І променем торкалося могили
Вона так мерехтіла ніби близь
Були розкидані кристали

Дерева були вкриті білим шаром
Холодне світло випромінює земля
Повсюди було тихо і пустинно
Один блукав по лісу тому я

Понурість панувала навкруги
Й залишила холодний слід в моєму серці
Не тільки в цьому лісі я від холоду тремтів –
А ще й душа самотність відчувала.

І тут я раптом зупинився
Не вірячи очам своїм
Посеред снігу знак з'явився –
Червоної троянди цвіт.

Чарівність відчувалась цього місця
Немов посланець квітка та була
Її магічна сила зберігає та,
Що взимку створює дива.

До неї із тремтінням в серці приближаюсь
І піді мною сніг так різко хрускотить
Й чим більше я їй вбачаю
Тим більше серце полум'ям горить.

Вмить холод і самотність відступила
Заполонила серце теплота
З цим відчуттям прокинувся
Подумав вмить про тебе я

Послання квітки я відразу зрозумів:
Душа моя у тих місцях блукала,
Але коли тебе зустрів, то вмить розтала
Тому що ти – троянда з моїх снів.

ЗИМОВІ ТРОЯНДИ
Переклад Вікторії Заіченко, СШ «Логос»

Цієї ночі
Мені приснився дивний сон,
У якому сніг, мов ясні очі,
Покривав дерева в унісон.

Сонце сяяло зверху вниз
На білосніжну могилу.
Спалахнули й засяяли краплинками сліз
Неймовірні кристали, маючі силу.

Дерева вкрилися білим килимком,
Замети блищали холодним світлом,
А мене оточувала цілковита тиша,
Я йшов у лісі мов непомітна тінь.

І тут я зупинився зненацька,
Я не міг повірити власним очам,
Серед чарівного сніжного пейзажу
Я бачив красу троянд, даровану нам.

Я відчував чари цього місця.
Вона стояла, повідомляючи щось.
Її краса мене полонила,
Кохання палке розбудивши в мені.

Вся атмосфера навколо мене
Змусила завмерти у власних думках.
І я здригнувся, у лісі є щось надзвичайне,
Що душу тримає в крижаних руках.

Повільно я йшов до чарівної рози,
Хрускіт снігу мені заважав.

Підійшов я ближче й завмер,
Відчув своє серце, огорнуте ніжним теплом.

Холод й самотність. Я проникся цим відчуттям.
Але її тепло пройшло крізь мене.
І я прокинувся з цим почуттям
та відразу подумав про тебе.

Повідомлення троянди відразу я впізнав,
Моя душа блукала в цьому місці,
Душа танула, коли тебе я спіткав,
Адже ти була в моєму сні на тому місці.

ЗИМНЯЯ РОЗА
Перевод Елены Березкиной

Сегодня ночью темной мне приснился
Загадочный, дивный, таинственный сон,
Где белый снег кругом искрился,
Ложился тихо на деревья он.

Светило солнце свысока так ярко,
Надгробье немое озарилось лучами,
Оно засветилось, и в сиянии жарком
Кристаллы предстали вмиг пред глазами.

Деревья стояли, покрытые снегом,
Земля отражала морозные блики,
Застыв на мгновенье в спокойствии этом
Я был одинок, словно ветер безликий.

Атмосфера холодная душу охватила,
Отразившись в моих мыслях быстро.
Сердце мое пылкое не сразу отпустила,
Сверкнув мороза леденящею искрой.

Остановившись, забыв про антуражи,
Не верил я, что прямо предо мною
Среди замерзшего морозного пейзажа
Нежданно роза расцвела, как-будто бы весною.

Тотчас почувствовал ее я притяженье,
Цветком посланья стала для меня она.
Кто создал это чудное воплощенье,
Произнеся тайком волшебные слова?

Словно безумец, шел к ней навстречу
Наступая на снег с хрустом надрывно.
Ясно чувствовал я, чем быстрее привечу,
Тем скорее согреется сердце всесильно.

Одиночество и холод ускользнули внезапно,
И тепло от цветка широко разлилось.
Беспокойный мой сон ушел безвозвратно,
И, проснувшись, о тебе подумал я вскользь.

Милой розе волшебной было виднее,
Что душа безрассудная бродила не там,
Но, как встретил тебя, сердцу стало теплее
И я розу ту впредь никогда не предам.

ФРАНЦУЗЬКА МОВА

Обов’язкова програма

PUISQUE MAI TOUT EN FLEURS
V. HUGO

Puisque mai tout en fleurs dans les pres nous reclame,
Viens! Ne te lasse pas de meler a ton ame
La campagne, les bois, les ombrages charmants,
Les larges clairs de lune au bord des flots dormants,
Le sentier qui fini ou le chemin commence,
Et l'air et le printemps et l'horizon immense,
L'horizon que ce monde attache humble et joyeux
Comme une levre au bas de la robe des cieux!
Viens! et que le regard des pudiques etoiles
Qui tombe sur la terre a travers tant de voiles,
Que l'arbre penetre de parfums et de chants,
Que le souffle embrase de midi dans les champs,
Et l'ombre et le soleil et l'onde et la verdure,
Et le rayonnement de toute la nature
Fassent epanouir, comme une double fleure,
La beaute sur ton front et l'amour dans ton coeur!

Перевод Евгении Солдатенко

Цвет майских лугов нас бесшумно зовёт!
Смотри! Не поддаваясь души смятенью.
Равнины, леса, чудной тени полёт,
И лунная рябь по ручью, по течению.

Где тропа переходит в широкий путь,
Где запах весны подчеркнул красоту –
Горизонт воедино свёл «радость» и «грусть»,
Небесной нитью проведя черту.

Смотри! Как взгляды застенчивых звёзд
К нам летят сквозь миллионы завес.
Как тонко мы чувствуем запахи роз,
Как бережно нас обнимает лес.

Сквозь солнце и тень, сквозь звуки листвы,
Сквозь яркий свет природной тиши
Двойное цветенье увидишь ты –
Улыбку в лице и Радость души.

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