ДНІПРОПЕТРОВСЬКИЙ УНІВЕРСИТЕТ
імені АЛЬФРЕДА НОБЕЛЯ

МОЛОДЬ УКРАЇНИ В КОНТЕКСТІ МІЖКУЛЬТУРНОЇ КОМУНІКАЦІЇ

THE YOUTH OF UKRAINE IN CROSS-CULTURAL COMMUNICATION CONTEXT

LA JUVENTUD DE UCRANIA EN EL CONTEXTO DE LA COMUNICACION INTERCULTURAL

LA JEUNESSE DE L'UKRAINE DANS LE CONTEXTE DE LA COMMUNICATION INTERCULTURELLE

DIE JUGEND DER UKRAINE IN DEN RAHMEN DER INTERNATIONALEN KOMMUNIKATION

MLODZIEZ UKRAINY W KONTEKSTIE MIEDZYKULTURALNEJ KOMUNIKACIJ

Матеріали XI Всеукраїнської студентської науково-практичної конференції

3 квітня 2014 р.

**Дніпропетровськ
2014**

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CONTENT

CURRENT LINGUISTIC AND TRANSLATION PROBLEMS

PROBLEMS IN CURRENT RESEARCHERS OF FOREIGN LITERATURE

PROBLEMS IN TEACHING FOREIGN LANGUAGES. PEDAGOGY

SOCIOCULTURAL ASPECTS IN STUDYING FOREIGN LANGUAGES (ENGLISH, SPANISH, FRENCH, GERMAN, POLISH)

CURRENT ECONOMIC AND BUSINESS PROBLEMS

MODERN INFORMATION TECHNOLOGIES

CURRENT SOCIO-POLITICAL PROBLEMS

PROTECTION OF THE ENVIRONMENT

PSYCHOLOGY

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THE HISTORICAL WORDS IN ENGLISH PUBLICISTIC DISCOURSE AND THE PROBLEM OF THEIR TRANSLATION

The historical words and the ways of their translation has been the object of intense research for many years. A lot of well-known specialists, such as I. Halperin, V. Vinogradov, A. Fedorov and V.Komissarov have lightened the main problem of this type of vocabulary and offered some solutions.

This issue has a great significance in the sphere of linguistics. A translator faces the problem of translation of the obsolete words very often. As they are distinct language elements, which mean the alien notions for the other cultures, they always present particular difficulties in the process of translation. From the other side, such a complexity provides the interest to this subject.

The aim of this research is to analyze this type of vocabulary, to prove its existence and importance in a new era, as there are still a lot of obsolete words in different languages, and to review the principal ways of translation which help to render the main meaning of these words.

Nowadays there are lots of definitions of "historical words". According to D. Rozental, they are the obsolete words, which are out of use due to the disappearance of the realia that they meant. They are used for reconstruction of this or that historical epoch.

E.g. *Golden plates and goblets gleamed by the light of hundreds and hundreds of candles.Золоті тарілки та келихи відблискували сяйво сотен свічок.*

E.g. Many non-military or paramilitary organizations include baldrics as part of ceremonial dress. Багато невійськових або напіввійськових організацій носять перев'яз як частину парадної форми.

In these sentences we can observe the historical words "goblet" and "baldric" which are obsolete due to their belonging to other historical epoch. Words of this type never disappear from the language. They are historical terms and remain as terms referring to definite stages in the development of society. Historical words have no synonyms.

There are lots of studies concerning the translation of obsolete words. But the common opinion is that the translator has two basic ways of rendering such a vocabulary into his native language: to approximate the time of the original or inversely to update the text and hold away the time of the original.

Considering all the points it should be mentioned that it is important for the translator to reproduce the atmosphere and the emotionality of the original that is why the mix of these two methods of translation is the "golden mean".

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PHRASEOLOGICAL UNITS IN MODERN ENGLISH MEDIA DISCOURSE AND THE PROBLEM OF THEIR CLASSIFICATION

In the era of information technology newspapers, the radio and television play inform, educate and entertain us. They also influence the way people look at the world and even make them change their views. Mass media plays a very important part in shaping public opinion and nowadays more often in oral, written, and visual *mass media we* face with such a phenomenon as phraseological units.

The study of phraseological figurativeness is one of the main and perspective aspects of modern phraseology development.

Such phenomenon as phraseological unit has a range of its important features. It was definded as stable combination of words by such researchers as L.P. Smith, V.V. Vinogradov, A.I. Smirnitsky who represented the most important characteristics of this language unit in their works.

According to L.P.Smith one of the main principles for classifying phraseological units should be based in its origin. It refers to nature or activities of mainkind («in deep water» – «в затруднительном положении»). The synchronic (semantic) definition of phraseological units by V.V. Vinogradov is also very popular. He called them "lexical complexes" with specific semantic features and classified accordingly: phraseological fusions, which means a high degree of compatibility («at sixes and sevens» – «быть в растерянности»), phraseological unities, which emotional side is based on the impression created in general («to lose one's head» – «потерять голову») and phraseological combinations, which consist of two (direct and figurative) components («to stick to one's word» – «держать слово»). Prof. A.I Smirnitsky in his research made an attempt to combine the synchronic and the semantic principles («to give up» – «сдаваться»), after which the well-known classification was also offered.

In conclusion, terminologies differ and definitions are not identical, but it is clearly seen that phraseologisms do not just have a marginal status between these few theories, but are rather at the core of what they consider to be their fundamental entities. And now phraseological research has a lot to add to these theories in terms of descriptive work and exploration of ontological status of phraseological elements.

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CONVEYING THE MEANING OF ENGLISH ARTICLES

The role of the articles in English language is very important. First, they have an impact on the context and understanding reliability of the information given in the text. Articles also convey emotional connotation of the utterance and often indicate the level of mastering the language. In general, English article has morphological, syntactic, and semantic (communicative) function.

The purpose of utterance often leads to the need for establishing a meaningful connection between objects referred in the context. So it is necessary to specify the identity of objects, to oppose them, to classify them or define their characteristics among the others. This stipulates the usage of articles.

The problem of English articles functioning and conveying into other languages has been investigated by many linguists, including: A.I. Smirnitsky, R.N. Zhavoronkova, A. Shedlovska, T.V. Sokolova, M.J. Bloch and others.

There are several ways how to render the meaning of English articles into Ukrainian, such as:

- Using different types of pronouns. Usually these are demonstrative, possessive, identifying, relative and indefinite pronouns (depending on the type of article):

Parliamentarians used ***the*** *opportunity not only to vent their anger over the NSA, but also at Merkel's lethargic response to* ***the*** *scandal* [The Guardian, November 2013]. – *Парламентарі використали* ***цю*** *можливість не тільки щоб висловити своє гнівне невдоволення роботою Агентства національної безпеки Сполучених Штатів, а й пасивною реакцією Ангели Меркель на* ***цей*** *скандал.*

- Using numerals (indefinite articles):

Labour leader says in ***an*** *interview that climate change is now* ***an*** *issue of national security that has the potential not only to destabilise and cause conflict between regions of the world, but to destroy the homes, livelihoods and businesses of millions of British people* [The Guardian, February 2014]. – *В* ***одному*** *інтерв'ю лідер Лейбористської партії заявив, що зміна клімату є* ***найсерйознішим*** *питанням національної* *безпеки, оскільки може призвести до усунення конфліктів по всьому світу, зруйнувати не тільки домівки мільйонів британців, а й підірвати їхню діяльність, позбавивши засобів існування.*

- Choosing contextual adjectives:

China and the US will have to take ***a*** *position at some point* [The Guardian, November 2013]. – *Рано чи пізно лідерам США та Китаю доведеться зайняти* ***жорстку*** *позицію з питань клімату*.

So the most common way of conveying the meaning of English articles is the usage of demonstrative pronoun and cardinal numerals. Moreover, there is sometimes a need for restructuring the sentence, since theme-rheme relationship does not correlate in English and Ukrainian and articles can be regarded as the identifiers of theme/rheme pointing out the novelty of information or its importance.

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PARALELAS EN LAS FRASES HECHAS DEL IDIOMA ESPAÑOL Y EL UCRANIANO

Cualquier idioma tiene sus propias frases hechas con su estructura léxical. Según los diccionarios, una frase hecha o dicho es una frase o expresión que se caracteriza por una forma fija, tiene un sentido figurado y se usa comúnmente por la mayoría de hablantes de una comunidad lingüística, en cualquier nivel social o cultural y que, por su morfología, no se considera refrán. Por lo general, se la incluyen en el discurso oral y muy excepcionalmente en el escrito. Su sentido habitual no comprende ninguna sentencia ("*irse a las manos"*), pero a veces corresponde al proverbio, que, a su vez, expresa una sentencia ("*no hay que dormirse sobre los laureles"*). Es imposible traducir una frase hecha literalmente a otras lenguas salvo pocas excepciones, pero hay expresiones correspondientes en varias lenguas. Para comparar tales idiomas como el español y el ucraniano, primeramente es necesario indicar su origen. Ambas lenguas pertenecen al grupo de idiomas indoeuropeos, es decir, proceden del único idioma protoindoeuropeo. Sus hablantes vivieron hace cinco o seis mil años. Por eso podríamos suponer, que ellos tuvieran cierta cantidad de frases hechas similares. Por ejemplo, la frase español "*Como pez en el agua*" tiene el mismo significado en su equivalente ucraniano – "*Як риба у воді*" – sentirse muy libre en sus acciones. Otra variante, que también se refiere al agua es "*Se parecen como* *dos gotas de agua*", es decir las cosas o personas comparadas parecen mucho. En el ucraniano encontramos su equivalente absoluto – "*Схожі як дві краплі води*", con el mismo sentido. También hay que nombrar los equivalentes parciales. Por ejemplo, si queremos notar que dos españoles no viven en armonía, se puede aludirlo con la frase "*Vivir como el perro y el gato*". En el idioma ucraniano también existe un fraseologismo ("*Жити як кішка з собакою*"), que parece al precedente, pero tiene dos diferencias. La primera consiste en lo que los españoles prefieren los machos, mientras en el ucraniano figura una hembra (*кішка*). Además se ve que en el español el perro ("собака") está antepuesto al gato y en el ucraniano viceversa. En conclusión se puede notar que el análisis ha revelado la coincidencia en la equivalencia semántica de los constituyentes. Algunas unidades requieren los conocimientos culturales adicionales para poder ser interpretadas en el marco del análisis común. La lengua frecuentemente está cargado de información propiamente nacional y, por tanto, ligada a los códigos culturales.

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VERBALIZACIÓN Y NOMINACIÓN EN LA LENGUA DE TÍTULARES

Dado que los títulos, desde el punto de vista lingüístico, son declaraciones completas, ellos pueden ser clasificados de acuerdo con los indicios morfológicos y sintácticos. Ellas se dividen en dos grupos grandes: los títulos con el verbo (verbales o verbalizados) y los títulos sin él (nominales o nominativos), que, a su vez, se dividen en subgrupos.

Títulos verbales. Este grupo incluye los títulos con el verbo en tercera persona singular o plural en las declaraciones afirmativas positivas, así como en la forma de una pregunta o frase exclamativa, ya que en esta forma proporciona la modalidad pragmática adicional, por ejemplo: *Israel y Siria inician conversaciones de paz bajo la mediación de Turquía; ¿Es 2003 UB 313 el décimo planeta?* En algunos casos, el verbo se coloca en la parte inicial del título violando el orden típico de la estructura oracional española: sujeto – predicado, recuperado en el texto del artículo, por ejemplo: *Arranca la OMC con fuertes divergencias entre sus socios. La UE exige contrapartidas en bienes y servicios a cambio de las concesiones hechas en agricultura.*

Títulos nominales. En comparación con la exposición dinámica de eventos en los títulos con tendencia verbal, los títulos nominales reflejan la perspectiva estática inherente a textos de la mayoría de periódicos: concisa y breve. La estructura del sintagma nominativo del título puede ser simple (de un solo núcleo) o complejo (formado por un núcleo y las estructuras subordinadas). Una de las más empleadas construcciones sintácticas es la siguiente: *el arte que se come – искусство, которое ест; un botón que vale 110 millones de dólares – пуговица, которая стоит 110 миллионов долларов*. Con mucha frecuencia se puede encontrar el núcleo nominativo con el complemento circunstancional de lugar, por ejemplo: *velos y cruces en el Reino Unido – вуали и кресты в Объединенном Королевстве; ¿Paridad por ley en las listas electorales? – равенство по закону в избирательных списках?*. Además, el título nominativo puede consistir sólo del complemento circunstancial, sin el núcleo, por ejemplo: *en los altares de la alta cultura – на алтарях высокой культуры; en ausencia del Padrino – в отсутствие Крестного отца*.

Así, el código lingüístico del título depende de una serie de factores: el espacio limitado, la conexión con el texto bajo el mismo título, el conocimiento previo del lector, la ideología del periódico, etc. Conviene subrayar que el impacto del lenguaje en el hombre, su manera de pensar y su comportamiento está relacionado directamente con los medios de comunicación de masas en la sociedad contemporánea de cada nación.

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LAS PARTICULARIDAD S DEL LENGUAJE CHAT O LENGUAJE SMS EN EL IDIOMA ESPAÑOL

El lenguaje chat o lenguaje SMS es unaforma especial de escribir las palabras en los mensajes cortos para quesean concretos y rápidos. Se introdujo en la vida gracias a la conexión móvil y el servicio de mensajería corta. Esta variante del lenguaje nose considera como polifacético y cada lengua tiene sus reglas en cuanto a las posibles variantes abreviadas, lo que depende de la fonética propia de cada idioma. El español, o más concretamente, el castellano tampoco es la excepción.

Es necesario notar que muy a menudo, escribiéndo diferentes “sms”en vez de palabras utilizan los símbolos que son sus equivalentes fonéticos, o unas letras que suenen de manera sonora igual y se demuestran emociones con emoticonos. Este nuevo tipo de comunicación hace aparecer diferentes formas nuevas del lenguaje escrito. Dicho lenguaje no se refiere sólo a una capa concreta de la población sino su uso crece en diferentes secciones sociales. Por ejemplo: *smpr (siempre); bn (bien); tmbn (también);*

lqkieras(lo/laquequieras). Bastante a menudo se puede usar los números que corresponden a las palabras, por ejemplo: *tequiero para 100pre (tequiero parasiempre);100to tristeza (sientotristeza)*o la supresión de la letra «e» delante de una «s», por ejemplo *"sponja"* y en todos los verbos que comienzan con «e», como *star (estar), scribir (escribir*. A veces utilizan diferentes carácteres tipográficos: = *(igual), X (por), +(más)*, y las abreviaturas compuestas porletras y signos de puntuación que expresan unos estados emocionales: *:S ó :? (confuso), :) ó :D ó C: (feliz)*entre otros.

Entre los especialistas no se observa la opinión común en cuanto al carácter de dicho fenómeno. Los defensores de este tipo de lenguaje dicen que él es comprensible, mucho más cómodo, rápido y vivo. Pero hay muchas otras personas que consideran el lenguaje chat como una aberración que nihil a las reglas y normas lingüísticas. Su desarrollo y el uso total pueda llevar al empobrecimiento de cual quier lengua y provocar un descenso cultural europeo. El lenguaje chat lo usan los jóvenes no sólo en los mensajes sms sino en diferentes foros, blogs, redes sociales, etc. y muy a menudo se puede encontrarlo fuera de su "contexto", él empieza a dominar en otras esferas de la vida.Especialmente por eso el lenguaje chat se queda una cuestión para seguir discutiendo. Existe una cierta preocupación respecto a luso que los jóvenes hacen del lenguaje chat, fundamentalmente fuera de su debido con texto.

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PECULIARITIES OF MODERN COMMUNICATION

Mass communication is one of the fundamental intercourses as it affects interpersonal relations. The Internet, mobile phone and other technologies are used as a resource for teaching, studying, working with software. It is possible to write messages using CMC (computer– mediated communication), participate in discussion groups for interests. Internet communication is the great example of slang, computer jargon, abbreviations, acronyms, initialisms usage. The main reasons why all these forms appeared can be explained by the peculiarities of modern life, its double-quick and necessity to save time in our rapidly changing world.

As a rule, typing a message takes more time than verbalizing it that is why we use shortenings and slang to get the message as quickly as possible and on the most convenient way.

The problem of translation of Internet and CMC abbreviations and acronyms has been investigated by such linguists and researches as

D. Alekseiev, B.B Borysov, A.Y. Voiskunsky, L.U. Ivanov, K. Allan, K. Burridge O.V. Syrotina.

An abbreviation is defined as a shortened form of a word or phrase. In the process of its formation the initial letter(s) of the word or phrase is/are used instead of the comprehensive forms. There are such types of its creation:

- Letter (consist of the initial letters of the word)
- Sound (consist of the initial sounds of the word original phrase)
- Letter and Sound
- Numeral
- Symbols (they show emotion or attitudes of the writer).

Acronyms can be mixed up with abbreviations. Keith Allan and Kate Burridge explain the difference as acronyms being proper words, created from the initial letter or two of the words in a phrase, are pronounced like other words (*K9* for canine, *NATO* from North Atlantic Treaty Organization, *Wi-Fi* for Wireless Fidelity) while abbreviations do not form proper words, and so they are pronounced as strings of letters (*GSM* for Global System for Mobile Communications, *TL* for target language, *MP* for Member of Parliament).

As Internet communication is often characterised as an informal way of writing, abbreviations (*BRB* for be right back, *BFF* for best friends forever) and acronyms (*CU* for see you, *L8R* for later, *10X* for thanks) express the daily phases or emotions.

Thus, the usage of letters, sounds and symbols is constantly changing in forms and meanings along with the development of language, and this comprises linguistic potential.

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LEXICAL FEATURES OF PUBLICISTIC STYLE

The word "Publicism" comes from the Latin word *publicare*. Publicism is a special type of literature work highlighting and explaining current issues of socio-political life. Publistic style used in the socio-political sphere. It is the language of newspapers, newsmagazines, propaganda radio and television programs, performances language at meetings and celebrations, etc.

Publicistic style usually sets two tasks: firstly, to inform and transfer the public important information about social events or acts and secondly, to influence the listener or the reader, to convince him of something, to inspire certain ideas, views, to attract the interlocutor to support the position which the author takes and defends, to induce him to certain acts and actions.The main genres of publicistic style are essay, articles, notes, interviews, reports, feuilleton, pamphlet and manifest.

Publicistic style is characterized by logicality, figurativeness, emotionality, estimation and appropriate language means. In linguistics this style registers emergence of new words and expressions, loan words and the shortening accepted in national language, abounds in *internationalisms*. Lexical features include also a combination of stylistically neutral and emotional lexis, presence of stereotypes and the neologisms, the simplified colloquial speech syntax, for example: to bar, to ban, to ax, a slang – to snog "kiss", booze "alcohol.

According to researchers, publicistic style includes a lot of proper names: toponyms, anthroponyms, names of establishments and organizations. There are very often use of clichés, for example – vital issue, free world, pillar of society, escalation of war and phraseologisms- to give smb. the boot.

Finally, feature of publicistic style are allusions to well-known facts and day events. Most often allusions occur in articles which are making comments on country internal life events. Depending on nature of a newspaper, the content of an article itself, the aim pursued by the author, the allusions nature, type of figurativeness and a ratio of colloquial and book elements in article change.

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OXYMORON AND PROBLEMS OF ITS TRANSLATION

An Oxymoron (from Greek "sharp dull") − a figure of speech which enriches sense and increases emotionality of artistic speech, allows to reveal the unity of contrasts, complete discrepancy of life phenomena, for example conspicuous absence, criminal justice, old news.

Oxymoron translation problems have been interested researchers for many years. Oxymoron − as a stylistic device occupies a special place in the theory of stylistic and pragmatic research. Last ten years have seen a considerable amount of study devoted to this issue. Among them we can distinguish the scientific works of researchers such as L.I.Tatanova "Discursive characteristics of an oxymoron in the English literature"; E.G.Shestakova "Oxymoron as a category of poetics"; E.A.Ataeva " Linguistic nature and stylistic features of an oxymoron". Nevertheless, the problem of oxymoron translation in publicistic texts still remains poorly known and requires further detailed study. Thus, the relevance of the graduate work is due to need to further review and study of an oxymoron as a figure of speech, besides to identify ways of translation in order to convey oxymoron correctly from source language to target language.

The purpose of the present graduate work is to study ways of translation an oxymoron and oxymoronic combinations, as well as to identify problems in the translation of oxymoron on the English publicistic texts basis. In accordance with the purpose of the study puts forward a number of following specific tasks: 1) understanding of an oxymoron as a stylistic device; 2) differentiation of an oxymoron type, as well as the identification of its main functions; 3) consideration of the oxymoron translation ways and the solution the main problems connected with its translation.

In the process of research the following basic tasks were achieved, firstly we understood and comprehended the nature of an oxymoron as a figure of speech, marked out its main types and functions also found and solved problems connected with the oxymoron translation on examples of publicistic texts. As a consequence, we found the best way of translating an oxymoron, which help us to keep the expressiveness and significance oxymoron combinations of the source text in the target text.

In the course of the study it turned out that the best way to convey an oxymoron which helps fully preserve the expressiveness of phrase in the original text is word for word translation. For example: Their *bitter-sweet union* did not last long. Их *горько-сладкий союз* долго не продержался.

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THE STRUCTURE AND CLASSIFICATION OF PHRASEOLOGICAL UNITS IN MODERN ENGLISH

The task of distinguishing phraseological unit is the most discussed problem in the phraseology field. It has many important features, which can be observed from different points of view. Therefore, we can find considerable number of classification systems which based on different principles.

“Thematic” is one of the most famous and important principle in the modern English."It is exist for classifying of phraseological units, which is built on their original content and may be alluded to as *thematic*. This type is widely used in English guides and phrase books. Thus, these idioms are classified according to the particular sphere of human activity, life sphere or some natural phenomen.

The next classification is formed on the semantic principle. Such classification system is divided into three classes: combinations (фразеологические сочетания), unities (фразеологические единства) and fusions (фразеологические сращения).

For example: to be good at smth. – (phraseological combination), to lose one's heart to smb./to fall in love (phraseological unities), to come a cropper (phraseological fusion).

And the last classification is based on the structural principle of classifying phraseological units.

There are some examples: to run for one's (dear) life, dog's life, safe and sound, as large as life, by hook or by crook, my God! good Heavens!

Summarizing mentioned above we assume that there are different classifications of phraseological units in modern English which have various structure and need to be investigated for exact and adequate translation.

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THE INTERLINGUAL HOMONYMY OR "MISLEADING WORDS"

Have you ever heard about "false friends of translator" or "misleading words", or about an interlingual homonymy?

It sometimes happens that the word of one language is similar with the word of another language in written and sound forms but is different in lexical meaning.

For example, the word "ammunition" (a charges, an ordnance) is quite often translated as "амуниция" that in Russian means "the equipment of the serviceman (except the weapon and clothes)".The word "rector" (a parish priest) is translated as "ректор" (a head of university)

It happens without saying that translator can misunderstand those words having identical forms but different meanings, and, as a result, the quality of translation is low, distorting thereby the sense of the text.

In recent years the researchers' interest to interlingual homonyms has increased. When we translate this linguistic category, there can be false identifications, because interlingual analogisms have some common graphic (or phonetic) forms, grammatical or semantic meanings. Interlingual homonyms are words of different languages with similar identifications, sound or graphic forms, but having different meanings.

The problem of interlingual homonyms was considered in 1928 by J. Derkoni and M.Kesslers who worked on the French-English and English-French parallels. These scientists introduced the concept, as "faux amis du traducteur" ("false friends of translator"). This concept contains two types of parallels: 1) "completely similar" with similar spelling and semantic meanings and 2) "partially similar" with similar spelling and partly different semantics.

For example, the word “stipend” (fixed regular income, in Britain – salary to the priest) can’t means in Russian “стипендия”, in English students use the word “scholarship”.

Though the problem of "interlingual homonymy" draws attention of many experts in theory of translation and teaching foreign languages, but detailed research of this linguistic category is needed to be considered in further complex study.

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THE CATEGORY OF ASPECT IN RUSSIAN AND UKRAINIAN

The category of aspect is found in the verb systems of both Russian and English, but there are no direct correspondences between the aspect forms and meanings in these two languages. In Russian the category of aspect is expressed by verb forms which denote completed or uncompleted actions, as well as single or multiple actions. Completed actions (сделать, написать, рассказать) are indicated by perfective forms, a continuing process or a repeated action (делать, писать, рассказывать) are indicated by imperfective forms.

But in English types of meanings are expressed in a more complicated way than in Russian. The English verb has four specific forms – simple, continuous, perfect and perfect continuous, treated by scholars in different ways. According to G. Vorontsova, the English category of aspect is represented by simple, continuous and perfect forms. A. Smirnitsky suggested that a separate category of the English verb should be singled out – the category of time relation (N. Ilyish modified the term as «correlation»). According to the scholar, this category is based on the opposition of perfect forms (denoting an action which precedes some moment of time) and non-perfect forms (denoting an action which belongs to some moment of time).

Differences in forms and meanings of the two languages cause transformations in translation. One verb form in Russian may be rendered by several verb forms in English depending on the context. For example, V. Gurevich argues that it is necessary to include into this category the other forms which are traditionally regarded as aspect forms. In this point of view, the category of correlation in English expresses the presence or absence of correlation of an action with another action or a certain moment. By the presence or absence of correlation the scholar means precedence or simultaneity of an action (perfect and continuous forms) or lack of such correlation (simple forms).

Differences in forms and meanings of the two languages cause transformations in translation. One verb form in Russian may be rendered by several verb forms in English depending on the context. For example, «Снимите чайник с плиты, вода *кипит*. – Take the kettle off the stove, the water *is boiling».* Here we have a concrete action developing before the eyes of speaker. In English it is rendered by the continuous aspect, in Russian by the imperfective aspect; «Вода *кипит* при 100º Цельсия. – Water *boils* at 100º C». Here we have a general statement. The action is not developing before the eyes of speaker and it cannot be rendered by the continuous aspect in English but requires the common aspect. In Russian the verb is here also in the imperfective aspect.

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TENDENCIES OF SYNONYMS ANALYSIS AS THE LINGUISTICS PHENOMENA

There are various tendencies of synonyms analysis as the linguistic phenomenon and its definitions in modern linguistics.

One of the views to the problem expressed by David Crystal: "The search for synonyms is a well-established classroom exercise, but it is as well to remember that lexemes rarely have exactly the same meaning. There are usually stylistic, regional, emotional, or other differences to consider. Two lexemes might be synonymous in one sentence but different in another: range and selection are synonyms.

Another approach to synonymy describes J.N. Sokolovskaja. She notices that characteristics of synonyms and its addressing to the issue of synonymy criteria is necessary for giving a definite answer to the question about the nature of those differences that can be tolerated within the synonymy. Those differences can be observed between the synonyms as the fact of the existence of any differences recognized by all researchers.

Other scientists believe that is synonymous "... is simple – to just fiction " (Vinokur). Proof of this fact can be saying L. Bloomfield of absolute synonyms: "Each linguistic form has a constant and specific meaning. If the forms are phonetically different, we assume that their values are also different. We believe, that there is no real synonyms».

Currently, there is the optimal approach to the general classification of synonyms

I. According to the degree of synonymy – proximity values and ability to substitute for each other in the context of a) full – identity values and contexts b) partial – coincide only in part and values differ stylistic coloring and combinability

II. Functional classification: 1) semantic (ideographic) – referred to different sides and different designations for use: 2) stylistic – have different emotional and expressive tone or to give different assessment and belong to different functional styles 3) semantic and stylistic).

III. Structural classification a) have the same root – a common root, b) have various roots.

Modern linguistics has several concepts toward the studied phenomena. However, all these approaches should be considered absolutely accurate. The comparison of the values is not based on any formal procedure, and the concept of problem does not matter sufficiently legible content.

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PHRASEOLOGICAL UNITS WITH TERMINOLOGICAL BUSINESS VOCABULARY AND THEIR TRANSLATION FEATURE INTO UKRAINIAN

The present article is aimed at the pecularities of English terminological business vocabulary and their translation into Ukrainian.

The choice of the phraseological units with terminological business vocabulary is explained by the wide use of such terminology in newspaper discourse. Every day we read articles which are dedicated to economical and business problems in such editions as Financial Times, The Economist and The Guardian etc. We face a lot of words which describe economical process in the world.

Topicallity of the current article determined the purpose and the tasks of the research: to study terminological business vocabulary and the way of translation business and economical vocabulary into Ukrainian.

The terminological business vocabulary is one of the most topical isses which has been an object of study by the large number of linguistics and lexicology. The terminological business vocabulary is studied by well-known linguists such as S.Vagova, F.Belozyorov, G. Vinokur, A. Kalinin, L. Chernovatiy, D. Shmelev, E. Balyuga, I. Kolesnikova etc.

The solution to the economic research vocabulary central problems in many cases depends on the understanding that the unit part of it. First, we should give the definition to economic and business vocabulary. Economic and business vocabulary is that part of the dictionary, which, according to professor Belozyorov, includes " the names of objects , concepts , phenomena and processes of social and economic life, which is associated with the relevant sciences, professions, fields economic life management, marketing, finance, information technology , human resources, law, manufacturing, taxation, statistics, insurance, etc [3].

Economic vocabulary is a special lexical- semantic language subsystem, which is part of the most used economic terminology, the names of businesses and financial institutions, the names of economic realities and phenomena of life in different countries and so on. Thus, we refer to the economic vocabulary Nuclear economic terminology (or major conceptual units), peripheral terminological units, adjacent (multifunctional) terminology, which include relevant lexical and phraseological units from other terminologies, such as computers and non-terminological layer (commonly) English vocabulary, serving economic practices, business relationships in the community [1] .

Professional economy language area that serves a range of relevant sciences attracted and continues to attract the attention of scientists in terms of identifying the main structural semantic vocabulary and phraseology characteristics. Scientists are exploring issues related to the economy sectors formation and operation with terms of the derivative properties terminological.

Most English economical lexical innovations appear in professional language, spread and fixed in journalism, where styles synthesis is quite natural. It is synthesized in journalism terminology and non-terminological value [2].This functional style is difficult to distinguish between the economic vocabulary and terminology in science. In the journalistic context articles may be disclosed not only the economic term value, but it is identical non-terminological use.

In order to consider the translation pecularities of business and economical terms we will observe some sentences:

1) Both proposals would include income verification requirements for Americans seeking public subsidies to purchase **health insurance**.
Обидві пропозиції включають в себе вимоги підтвердження доходу для американців, які шукаютьють державні субсидії для придбання **полісу для страхування від хвороб** [5].

In the sentence above we observe phraseological combination *health insurance*, which has been translated by using the analogue *поліс для страхування від хвороб*. Content, structure, function, lexical-level component, expressive and stylistic nuances have been fully preserved during the translation process.

2) President is refusing to let football clubs off paying his 75 per cent **income tax** bracket on salaries above €1m [4].

Президент відмовляється виділяти футбольним клубам 75-відсотків **прибуткового податку** для тих клубів, у яких зарплата сягає вище € 1 мільйона.

In the sentence above we observe phraseological combination *income tax*, which has been translated by using the analogue *прибутковий податок*. Content, structure, function, lexical-level component, expressive and stylistic nuances have been fully preserved during the translation process. The concretization has been used during the translation: *on salaries above €1m- для тих клубів, у яких зарплата сягає вище € 1 мільйона.*

To conclude the present research it is necessary to emphasize that business relations and the globalization process are getting faster in the 21st century. Every day new terminolonology appears. This terminology influences not only on documents but also on newspaper discourse. So terminological business vocabulary will be studied deeper and will always be the topical problem of lexicology and linguistics.

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LINGUISTIC PECULIARITIES OF THE POLITENESS CATEGORY

It is generally known that verbal communication is considered to be the one of the most important aspects of the human activity. It has become a subject matter of different scientific disciplines: sociology, linguistics, psychology, etc. In the present time we can observe that various linguistic studies put an extra emphasis on interpersonal interaction. Politeness is one of the essential elements of communication that ensures its smooth, successful and conflict-free nature.

Big contribution to the politeness aspect study was made by Anglo-American scholars: E. Goffman, P. Brown, S. Levinson, J. Rubin, B. Fraser, G. Leech. In Russia this issue was explored by A.O. Akishyna, T.V. Larina, V.G. Kostomarov, V.I. Karasik, E.A. Zemskaya and N.I. Formanovskaya, in Ukraine by V.I. Simovych and O.O. Potebnya.

The concept of politeness can be interpreted in different ways. From the linguistic point of view it is the national specific category of communication, while pragmatic aspect considers it to be a strategy aimed at positive outcome of communication. Nevertheless, there is clear division between types of politeness in foreign linguistics: politeness as a behavior that corresponds to the specific social standards; politeness as an attention to the people's feelings; politeness as an evaluation of the speaker's behavior; politeness as a behavior aimed at avoiding conflicts and successful communication outcome.

The forms of politeness category are not independent. They are changeable and reflect the historical period and social status of the interlocutors. These forms are situational, i.e. they depend on the situation of communication: formal or informal.

In English and Russian the politeness aspect finds its implementation through semantic (gratitude, apology, modal verbs and words, respectful forms, etc.) and syntactical (indirect imperative mood: requests, orders, advice, invitations; indirect interrogative speech acts, ellipsis) means. However, the number of such means differs radically in these languages and the reasons for this are the norms and peculiarities of the language and culture.

Some English forms of politeness may seem strange, insincere and even rude in Russian. Thus, personal space is an integral part of the English culture, while Russian one is based on community. While in Russia it is quite natural to get hard on the interlocutor, English behavior is characterized by the minimum impact on the partner.

Nevertheless despite of the increasing scientific interest to this issue it still needs further investigation and analysis to find appropriate and adequate equivalents during the process of translation.

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THE PROBLEM OF SOCIOLECTS AND THEIR TRANSLATION

In modern linguistic literature the term sociolect is employed to define a particular lexical system that is used by definite circle of people. Thus, the term "social dialect" or "sociolect" is used to explain the alignment of a set of language structures with the social position of a group in a status hierarchy, the social demarcation of language does not exist in a vacuum. In that way, a sociolect or social dialect is a variety of language (a dialect) associated with a social group such as a socioeconomic class, an ethnic group (precisely termed ethnolect), an age group, etc.

Sociolinguists define a sociolect by examining the social distribution of specific linguistic terms. A sociolect is distinct from a dialect because social class rather than geographical subdivision substantiates the unique linguistic features.

The term "sociolect" is subject to numerous discussions by the scholars and many linguists explore the problem, including Czech linguists. There are a vast amount of theories and classifications of sociolects. For example, according to Br. Coudel, slang, high-status lexis, and jargon can be attributed to the term social dialect. I. Filipec contrasts professional slang and group slang, whereas B. Tema considers that professional lexis and group lexis belong to the category of sociolects. L. Klimesh states that slang itself is divided into professional lexis and group lexis, and M. Huravy stresses that slang is divided into professional and expressive lexis. Many other linguists dealt with that issue, including Peter Trudgill, the author of the "A Glossary of Sociolinguistics", Asif Agha, who wrote "Language and Social Relations", William Labov, the author of the book "Dialect Diversity in America", Peter Garrett, with his work "Investigating Language Attitudes", Walt Wolfram, , the author of the book "Social varieties of American English", Rajend Mesthrie, the author of the book "Introducing Sociolinguistics".

The task of the sociolects studies is to distinguish similarities and differences in the features of the sociolects, defining the type of each sociolect and development of the methods to study each type of the sociolect.

Summarising everything mentioned above, it is necessary to state that sociolects create an insistent problem for the translation, as there are a vast amount of peculiar groups of sociolects that can be attributed to any particular language and that are unique in any ethnic language. In that view, the problem of sociolects gains more importance and requires close and profound studies. The issue is how to translate these unique units and how to compare and transcode units from the source language into the target language.

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NEOLOGISMS AND THEIR TYPES

A neologism is name for newly invented word, term or phrase, that may be in the process of entering common use. Neologisms are often in a direct manner assignable to a particular individual, publication, period of time, or event.

There are different types of neologisms in English, such as:

1) Scientific – words or phrases created to describe new scientific findings or inventions. Science fiction concepts created to explain latest, advanced ideas.

2) Political – phrases and words created to make some different types of rhetorical or political point.

3) Pop-culture – words and phrases developed from mass media content or used to depict popular culture phenomena (it may be considered as a subsection of slang).

4) Imported – words or phrases created in another language. Usually they are used to convey ideas that have no equivalent term in the native tongue.

Trademarks are frequently neologisms to guarantee they are differentiated from other brands. But if legal trademark protection is gone, the neologism may join the language as a generic trademark.

5) Nonce words – words invented and used only for a special occurrence, usually for a unique literary effect.

6) Inverted – words that are extracted from spelling (and pronouncing) a standard word backwards.

7) Paleologism – a word that is stated to be a neologism but turns out to be a long-used (if obscure) word. They are frequently used ironically.

The linguists define several versions of neologisms:

1) Unstable – words which are enormously new, being proposed, or being used only by a small subculture.

2) Diffused – words which have obtained a considerable audience, but have not yet gained acceptance.

3) Stable –words which have reached identifiable and almost certainly lasting approval.

Translation of neologisms has always been a difficult task for a translator.

There are four main ways of translation of neologisms:

1) Selection of an appropriate analogue in a target language (UFO (unidentified flying object) => НЛО (непізнаний літаючій об’єкт))

2) Transcription and transliteration (disk jockey =>диск-жокей)

3) Loan translation and calque (wet market => мокрий ринок)

4) Explanatory translation and descriptive translation (blue sky laws => закони різних штатів, що регулюють випуск і розміщення цінних паперів з метою захисту покупців від махінацій з цінними паперами)

So, we can say that there are different classifications of English neologisms. And translators should be very attentive while dealing with them.

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TRANSLATION OF INTERNATIONALISMS IN BUSINESS DISCOURSE

Last decade saw the growing importance of international lexis in the process of international information exchange. This can be explained, primarily, by the leading role and global status of the English language in the modern world. That is why the translation of international lexis is one of the most vital problems nowadays.

At different times this question has been studied by such linguists as V.V. Akylenko, A.D. Schweitzer, R.A. Budakov, L.I. Borysova and others.

By internationalisms we mean the linguistic units used in some (not less than three) world languages, which are close in spelling and meaning. The main part of international lexis consists of terms from the field of science and technology, socio-political life, literature and art, business, means of communication. For example, designer – дизайнер, computer – компьютер, test – тест, philosophy – философия,bank – банк etc.

According to the classification of I.A. Kolesnik, all internationalisms can be divided into three main groups: 1) words with total identity in a word form of both languages. They comprise 88% of all amount of the words; 2) words with partial difference in graphic, which comprise 9%; 3) words with substantial difference in graphic, which are only 3%.

But, there is one more type of international lexis. Difficult for translation can be the cases when the extent of meanings of international lexis in the original language do not coincide with a target language, or when the word undergoes different interpretation in the process of adoption. Such words are called *loan internationalisms*. In the French language they got the name of faux amis du traducteur (interpreter's false friends). Unlike international lexis, loan internationalisms can mislead a translator and create negligence and mistakes of different kind. In this case, the main task for a translator is to find a proper equivalent unit, which would satisfy the content and pragmatic functions of the text.

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JĘZYK PRZETWARZANIA INFORMACJI A PRZEKŁAD

W ciągu kilku ostatnich dziesięciolеci nastąpił niebywały postęp technologiczny, który w znacznym stopniu wpłynął na współczesny język.

Coraz trudniej przychodzi nam rozszyfrowanie współczesnego komunikatu związanego ze światem nowoczesnych technologii.

Co powoduje podobne problemy? Winowajcą jest niewątpliwie wysoka specjalizacja samego tekstu. Język IT traktowany bywa jako szyfr, który coraz bardziej rozpowszechnia się w polszczyźnie, zajmując już dosyć istotne miejsce w języku codziennym, a tym samym stanowi wyzwanie dla tłumaczy.

W ostatnim czasie szczególnie popularne stało się spolszczanie oryginalnych, nazw angielskich. Zamiast szukać polskich odpowiedników dostosowujemy angielską nazwę do warunków polszczyzny, bądź też używamy nazwy oryginalnej (z czasem nabierającej polskiego charakteru). Funkcjonuje zatem *interfejs*, coraz częściej *mejl* [1:193], pojawia się *logowanie* [1:454], *back-up* [2:43], *user* [2:627], *bugi* [1:99] etc. Językoznawcy jak można się było spodziewać biją na alarm, przekonując siebie i otoczenie, że każdą z przytoczonych nazw można by było z powodzeniem zastąpić polskim odpowiednikiem. Wynikiem takiej postawy jest między innymi polska nazwa interfejsu. Neologizm *międzymordzie* [1:294] nie zastąpił angielskiego oryginału. Podobnie jak inne rodzime nazwy powstałe w czasach, gdy komputery dopiero zyskiwały na popularności. Te z nich, które nie były kalką obcych oryginałów, brzmiały niezwykle interesująco. Warto w tym miejscu przypomnieć *manipulator stołokulotoczny* [4], czy *manipulator uchylnostycznozwrotny* [4].

Omawiane nazwy nie przyjęły się jednak, najprawdopodobniej przede wszystkim z racji ich długości i nieprzejrzystości. Warto zauważyć, że język IT jest językiem uniwersalnym i wciąż rozwijającym się. Nowe instrumenty bywają opisywane w języku angielskim i natychmiast w takiej formie bywają przekazywane dalej. Zatem nowe terminy funkcjonują w świadomości nas użytkowników w pierwszym kolejności w swoim oryginalnym brzmieniu. I nawet jeśli ktoś pokusi się o ich przetłumaczenie (poniżej pozwolę sobie zaprezentować takie tłumaczenia najbardziej popularnych leksemów, konstrukcji na język rosyjski) czy też wymyślenie polskiego odpowiednika – nie zawsze jest on w stanie wyeliminować już rozpowszechnioną nazwę anglojęzyczną. Oczywiście moglibyśmy zastąpić *logowanie uwierzytelnianiem*, zamiast *net* – mówić *sieć*, a o *userze* [4] – *użytkownik*, a tymczasem miewamy *suporty* [1, s.768], *sejwujemy* [4] dokumenty, *tagujemy* [1, s.796] znajomych na Facebooku, *googlujemy* [4], *jesteśmy online*, etc.

Tłumacz języka rosyjskiego zajmujący się w swojej praktyce podobnymi tekstami napotyka cały szereg problemów. Niniejszym pozwolę sobie wobec tego zaprezentować najczęściej występujące leksemy oraz konstrukcje IT, wraz z ich tłumaczeniem na język rosyjski (naturalnie jest to wyłącznie skrótowa prezentacja szerszego materiału):

Application Programming Interface – интерфейс прикладного программирования.

Arrowhead – головка стрелки; наконечник стрелы

Asynchronous Communication Server – сервер асинхронной связи

Asynchronous Transfer Mode – асинхронный режим передачи (данных); протокол ATM

Attention line – команды для автоматического впечатывания текста типа «Обратить внимание»

Authentication Header – протокол AH

Authoring – авторинг, создание мультимедиа-продуктов, страниц в Web, HTML-текстов, кода HTML

Authorization – разрешение, санкционирование, утверждение, предоставление права доступа (в систему); проверка полномочий

Authorize – разрешить, санкционировать, предоставить право доступа (в систему); проверить полномочия

Authorized – разрешил, санкционировал, предоставил право доступа (в систему); проверил полномочия; разрешенный, санкционированный, имеющий право доступа (в систему); уполномоченный

Authorizing – разрешение, санкционирование, утверждение, предоставление права доступа (в систему); проверка полномочий; разрешающий, санкционирующий, утверждающий, предоставляющий право доступа (в систему); проверяющий полномочия; разрешая, санкционируюя, утверждая, предоставляя право доступа (в систему); проверяя полномочия

Back end, back-end – серверная СУБД, сервер баз данных, серверное приложение; прилагаемый, внутренний, вспомогательный

Backbone – опорная сеть, магистральный кабель

Backbone interface – главное подключение; магистральный интерфейс

Background – фон; фоновый режим работы

Background information – фоновая информация; информация, не являющаяся особенно важной, первостепенной

Backing – обеспечение; поддержка

Backing up – дублирование; дублирующий; дублируя

Back-lit, backlit – задняя подсветка ЖК-экрана (блокнотного ПК)

Back up – продублировать

Backup – резервная копия, дубль, поддержка

Basic Input-Output System – базовая система ввода-вывода

Batch – пакет; пакетный, командный (файл)

Baud – бод, единица измерения скорости передачи по аналоговым линиям связи

Baud rate – скорость передачи (по последовательному каналу)

Check box – кнопка-флажок, (электронная) кнопка с независимой фиксацией

Check-in – регистрировать(ся); регистрация; регистрационный

Check-in/check-out procedure – процедура контроля по входам-выходам

Check mark – «галочка», метка выбора внутри кнопки-флажка

Cluster – кластер; объединять в кластер, в группу, в блок

Console – внешнее устройство для ввода команд, консоль, пульт управления Consolidate – консолидировать, соединить, уплотнить, объединить

Data base, database – база данных

Demo(nstration) – демонстрационная программа, демоверсия, демо, «демонстрашка»; демонстрационный образец; демонстрация

Develop – разработать, создать, развить

Developer – разработчик

Development – развитие; построение

Dial-up adapter – контроллер удаленного доступа

Dial-up connection – (коммутируемое) соединение по телефонной линии; набор телефонного номера

Dial-up networking – удаленный доступ к сети

Downloading – загрузка; загружающий; загружая

Dump – 1. дамп; вывод на экран *или* распечатка содержимого области памяти или файла; 2. сохранение файла *или* части памяти; 3. большая масса информации о состоянии памяти компьютера в определенное время; 4. общий вид реальной рабочей площади программиста Face to face – лицом к лицу: реальная встреча с лицом, с которым шло общение по Сети

Fail – «провалиться», предпринять неудачную попытку

Failed – неудавшийся, провалившийся; неудачный; провалилися, не удался

Failure – сбой, неудача, отказ

File compression utility – утилита сжатия файлов

File name, filename – имя файла

File name or class name (was) not found during Automation – Имя файла или имя класса не найдено при автоматическом процессе

File separator – разделитель файлов

File system – файловая система; система, регулирующая именование файлов

Folder – папка

Footer – колонтитул внизу страницы

Header – заголовок, верхний колонтитул

Header and Footer – постоянные надписи в верхней и нижней частях страниц документа, «шапки»; верхний и нижний колонтитул

Header window – строка заголовка

Heading – заголовок

Headline – заголовок, колонтитул, шапка

Input/Output, Input-Output – ввод-вывод; обмен

Ins(ert) – вставить

Interface – связь, вид подключения, интерфейс

IP address – сетевой адрес в Интернете

IP Number – число Интернет-протокола, адрес Интернет-протокола

Log in – зарегистрироваться

Login – регистрация; идентификатор, используемый для входа в систему; условное имя

Log off – выйти из системы (сети)

Logoff – выход из системы (сети)

Log on (to network) – зарегистрироваться (в сети), войти (в сеть)

Logon – регистрация; идентификатор, используемый для входа в систему; условное имя

Log out – выйти из системы (сети)

Logout – выход из системы (сети)

Maintenance – поддержка, техническое обслуживание, сопровождение, эксплуатация

Netware – сетевое программное обеспечение, сетевое ПО

ODBC (Open Database Connectivity Interface) – открытый интерфейс взаимодействия с базами данных

Offline, off-line – автономный (режим работы)

Online Layout – диалоговое расположение (с одной стороны – рабочая страница документа, с другой – ее оглавление)

Partition(ing) – разделение (диска)

Processing – действие; обрабатывающий; обрабатывая

Real time, real-time – режим реального времени

Reference – ссылка; справочный

Referenced – тот, на который ссылаются; справочный

Referenced table doesn’t have a primary key – Справочная таблица не имеет основного ключа

Referencing – привязка; ссылка; привязываясь; ссылаясь; привязывающийся; ссылающийся

Running – бегущий; движущийся; движение Serial Line Internet Protocol – протокол последовательной линии, межсетевой протокол для последовательного канала

Serial port – последовательный порт

Task – задача, задание

Temp, template – шаблон, образец

Transfer – передача; трансфер; перемещение; перевод; переместить; перечислить

Upgrade – модернизация, апгрейд; модернизировать

Validation – контроль данных; подтверждение, проверка правильности

Value – значение, величина, ценность

Web hosting – размещение на сервере Web-узлов клиента

„Panoszenie się" języka IT we współczesnej polszczyźnie może oczywiście bawić, rozśmieszać, może ułatwiać użytkownikom komunikację, ale może też budzić uzasadniony sprzeciw i bunt. Nie możemy bowiem zapominać, że język ten, a co za tym idzie – stosowane w nim zwroty – nawet jeśli popularne czy rozpowszechnione – są w istocie niezrozumiałe dla większości ludzi posługujących się na co dzień językiem ojczystym. Powodów takiego stanu rzeczy wymienić można kilka. Badania statystyczne pokazują, że tylko nieznaczny odsetek Polaków/Rosjan zna język angielski, niewielu spośród nich ma też dostęp do Internetu. Inaczej sprawa wygląda w przypadku ludzi młodych, którzy oczywiście w zdecydowanej większości korzystają z dobrodziejstw nowych technologii i to oni w dużej mierze ponoszą odpowiedzialność za informatyczne neologizmy i za ich rozpowszechnianie.

W świetle powyższych rozważań zrozumiała będzie następująca korespondencja:

W ubiegłym roku zmieniłam CHŁOPAKA na MĘŻA i zauważyłam znaczny spadek wydajności działania, w szczególności w aplikacjach KWIATY i BIŻUTERIA, które działały dotychczas bez zarzutu w CHŁOPAKU. Dodatkowo MĄŻ – widocznie samoistnie – odinstalował kilka bardzo wartościowych programów, takich jak ROMANS i ZAINTERESOWANIE, a w zamian zainstalował zupełnie przeze mnie niechciane aplikacje KOMPUTER i SPORT. ROZMOWA nie działa zupełnie, a aplikacja SPRZĄTANIE DOMU po prostu zawiesza system. Uruchamiałam aplikacje wsparcia KŁÓTNIA, aby naprawić problem, ale bezskutecznie.

Desperatka

Droga Desperatko!

Pragniemy na wstępie zwrócić Twoją uwagę, iż CHŁOPAK jest pakietem rozrywkowym, podczas gdy MĄŻ jest systemem operacyjnym. Spróbuj wprowadzić komendę C:MYSLALAM_ZE_MNIE_KOCHASZ, włączyć ŁZY oraz zainstalować WINĘ. Jeżeli wszystko zadziała, jak powinno, MĄŻ powinien automatycznie włączyć aplikacje BIŻUTERIA i KWIATY. Pamiętaj jednak, że nadużywanie tych aplikacji może doprowadzić MĘŻA do wystąpienia błędów GROBOWA_CISZA lub PIWO. PIWO jest bardzo nieprzyjemnym programem, który w pewnych sytuacjach może włączyć plik GLOSNE_CHRAPANIE.MP3. Cokolwiek byś robiła, pamiętaj jednak, żeby nie instalować TEŚCIOWEJ.

Serwis techniczny [5]

Reasumując warto odnotować, że językowe innowacje w przekładzie nie są wyłącznie domeną IT. Wręcz przeciwnie – niemal każda grupa zawodowa i dziedzina naukowa posługuje się w dużej mierze zrozumiałym tylko dla niej kodem. Informatyka może różnić się od pozostałych dziedzin życia powszechnością i zasięgiem, dzięki którym zarówno jej narzędzia, jak i specyficzne wyrażenia rozpowszechniają się szybko, szeroko i częstokroć nader skutecznie.

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PROBLEMS OF PAST TENSE TRANSLATION FROM ENGLISH INTO UKRAINIAN

Past tense has been an object for intense study by a number of linguists as well as translators. The problem of translation is caused by the absence of some verb forms in Ukrainian and complexity of the English verbs. It has been investigated by such famous scholars as B.A. Ilin, L.S. Barkhudarov, Otto Jespersen etc.

First of all, this problem is actual due to the absence of some English tenses in Ukrainian language. In English, action in the past can be expressed by aspectual -temporal patterns of Past Indefinite, Past Continuous, Past Perfect, Past Perfect Continuous, and Present Perfect, which formally refers to the present. The purpose of this work is to examine the possible ways of rendering the meaning of past tenses in the process of translation from English into Ukrainian. V.N. Zhigadlo and I.P. Ivanova consider the perfect form as tense one, which most often has a temporal meaning. They believe that the main characteristic of the perfect is the completeness of action prior the moment of speaking. Thus, while studying the peculiarities of English verbs translation we can state that the lack of Ukrainian verb forms, similar to the Past Continuous and Past Perfect, can be compensated by means of different transformations. They are *grammatical transformation* (While I was walking in the park it began to rain. – Коли я гуляв у парку, пішов дощ), *lexical transformation* (Darkness had fallen by the time he returned. – Коли він повернувся, вже стемніло (lexical addition of the particle «вже»), *morphemic transformation* (They had already reserved the table when they went to the restaurant. – Перш ніж піти до ресторану вони зарезервували стіл (we can observe the addition of the prefix «за» and suffix«ал» that indicate the past perfect tense).

To conclude, in the process of translation we should employ a number of transformations which include lexical, grammatical and morphemic changes.

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THE LEXIS OF MOVIE AND TELEVISION IN ENGLISH PUBLICISTIC DISCOURSE AND THE PROBLEM OF THEIR CONVEYING INTO UKRANIAN

Nowadays the lexis of movie and television is rapidly advancing and becoming more widespread. In addition, this scope of lexis is of great interest for contemporary scholars, because being an integral theme of the mass media is making it to be a significant part of the terms commonly used among ordinary citizens of all countries. Thus, the lexis of movie and television investigation is a pressing issue.

The interest to the type of lexis caused a lot of researches not only in the frame of philological sciences but also in the fields of philosophy, psychology, art, history, and other sciences. The investigation was carried out by both native and foreign researchers, such as E. Bozhko, H. Stroganova, M. Kytayhorodska, R. Jackendoff, D. Lotte. Owing to their works it is possible to define 3 main approaches to studying this problem: the functional- semantic, cognitive and linguo-cultural.

According to the classification offered by E. Bozhko there are 9 main types of movie terminology: 1) names of professions; 2) genres of films; 3) types of films; 4) terms related to the sound; 5) terms related to the lighting; 6) terms related to the filming of certain shots; 7) names of organizations; 8) names of realia; 9) names of technical equipment.

The feature of the lexis of movie and television functioning in English publicistic discourse is emerging of phraseology. The occurrence of the phraseological units in the publicistic texts makes them expressively colored. Great variety of movie terms converts publicistic texts or articles to the scientific ones. In the other case, the lexis loses its terminological functions and performs the stylistically-expressive function rather than the nominatively-definitive function, due to the fact that it is used almost in any source of information and has become an integral part of our modern life.

To convey the lexis of movie and television a translator can use already existed equivalents of English film terms in the Ukrainian language, a great number of them have to be translated with the help of specific techniques, namely different types of transcoding, loan translation (calques), description (explication) and generalization, etc.

One of the main problems in the field of movie terminology translation nowadays is the excessive use of transcription and transliteration. To follow the current fashion, a translator picked up the habit of transcoding English film terms, or borrowing them, instead of using fixed Ukrainian equivalents. To avoid the use of transcription and transliteration should be reasonably limited to the cases when there is no equivalent in the target language or other ways of translation can't be employed. Otherwise, the lexical and word-building resources of Ukrainian must not be neglected.

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OXYMORON FUNCTIONS IN UKRAINIAN PUBLICISTIC STYLE AND MEANS OF ITS TRANSLATION INTO ENGLISH

Linguists face the use and translation problem while working with oxymoron. This problem is not yet to be solved in publicistic style. Many research were conducted to find a definition of oxymoron, but no general definition is found by the date. Researchers face the problem of numerous oxymoron applications – it is used in linguistics, as well as in philosophy for example. And each science requires individual definitions for the term.

The "Linguistic terms dictionary" by Zh. Paruzo points out that ancient rhetoricians defined an oxymoron as a stylictic device as conjuncting words which are opposite in meanings in a certain good and pleasant phrase, the meaning of which arises from the very inconsistency of such conjunction. Linguistics rarely considers "oxymoron" as a single particular term. It is often listed among other stylistic devices.

Other oxymoron researchers are A. Halperin, B. Tomaszewski, I. Golub, G. Kuregyan, A. Bezzubov and others.

Having taken into consideration all their works, it can be assumed that it's impossible to form a perfect definition for "oxymoron". Nevertheless, some good attempts can be found, as in the “Short terminological dictionary” by P. Dudyk for example: "Oxymoron is a stylistically unusual combination of contradictory or semantically distant words that creates contrast and builds new concepts or ideas."

The main objectives of the publicistic style are information presentation, influence on people and their views generation. Publicistic style uses an oxymoron to better achieve these goals. Therefore, it performs the following functions: communicative, emotional, expressive and aesthetic. Each of these functions entails certain features which must be considered in the process of translation.

Consequently, the translation of oxymoron is a complex problem. While translating, not only the subject-logical meaning of the oxymoron word parts must be considered, but also their idiomatic and cultural meanings.

The most frequent translation devices for the oxymoron translation are:

- an established translation (мертвые души – dead souls);
- equivalent (темный свет – dark light);
- analogue (белая ворона – black sheep);
- descriptive (белая ворона – outsider).

To sum up, it can be noticed that the oxymoron translation problem can be resolved with all standard means of expressive words translation. Nevertheless, an oxymoron has unique features, which differentiates it and influences on the choice of the means. In the end, the problem of oxymoron translation needs profound research and consideration.

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ENGLISH ADVERTISING DISCOURSE AND PROBLEMS OF TRANSLATION (BASED ON INFORMATION INSERTS FOR COSMETIC PRODUCTS)

Nowadays advertising takes a significant place in the information space all over the world, controlling human behavior and manipulating by consciousness. The topicality of the investigation is that the advertising is extremely important in society because its efficiency has an impact on resolving a number of important economic and social problems.

In addition, advertising text is the object of analysis of many foreign and domestic linguists who explore it in different ways: K. Bove, O.I.Zelinsky, O.V.Medvedev, G.G. Pocheptsov, V. V. Zirka, E.P. Isakov, N.T. Gumeniuk, N.L.Kovalenko, M. L. Kramarenko, T.N. Livshits etc.

Advertising discourse is a communication between advertisers and advertising recipients, carried out through the distribution of advertising product.

The AIDA formula (Attention, Interest, Desire, Action) is a classic scheme of hidden manipulation in the process of the goods presentation in marketing, advertising, sales. The main methods of influencing the recipient in advertising discourse include underlining words, writing words in italics, using of open and incomplete questions, references to authority , mixing of concepts, substitution of names and subjects, using of numbers, images of children and animals, bringing up such issues as sex, crime, success and choosing music, colour, rhythm.

Advertising performs the following functions: 1) economic function, 2) information function, 3) communicative function and 4) aesthetic function.

Given investigation is based on the material of advertising inserts. Advertising inserts are mini-additions to the newspaper or catalogue, single or multiple, which contain the advertising of one company.

The usage of idiomatic expressions, unusual combinations of words, emotional expressive lexis, incomplete and interrogative sentences are the basic lexical and grammatical features of English advertising discourse.

The main methods of advertising text translation from the source language into the target language include equivalent translation, word-for-word translation, adaptation. Transcoding methods (transcription and transliteration) are used for translations of the products names, firms and manufacturing companies.

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GRAMMATICAL MODALITY AND MEANS OF EXPRESSING IT

Grammatical or syntactic modality expresses actions viewed upon as real, unreal, optative, hypothetic, conditional, incentive, interrogative, etc. Summary statements may constitute a real or unreal, possible or not possible, desirable or undesirable, etc. Among the communicative task that sets the one who speaks (writes), there is a message that the speaker considers certainly real, desirable, real or unreal, under certain conditions, and so on. Thus, the modality inherent in any expression.

Examining the modern means of expressing modality, we can say:

The category of modality in modern English expression is not limited by modal words and modal verbs. Among the means of expressing modality, suffixes also find a place, giving the modal value, painted modal lexical units, inversion, intonation, and others. Modality is a category of text and can take place at the level of the text.

Optative modality is concerned with the expression of the subject/speaker's involvement towards the propositional content of an utterance, whether in the form of agency or subjectivity. An interesting conclusion ensuing from the above definition is that modality need not, and should by no means, be exclusively restricted to modal auxiliary (or semi-auxiliary) verbs.

Incentive modality is mostly expressed in English through the modal verb „let". The incentive meanings are usually rendered into Ukrainian with the help of the imperative mood forms of the verbal predicate and particles.

The means of expression and rendering subjunctive modality in English are the modal verbs could, should, would, might and the expressions would rather, would sooner. These modal verbs are also used to express the corresponding subjunctive meanings.

Conditional modality can be expressed by a variety of linguistic means. The most typical form is the conditional sentence that is signaled by the subordinators *if... then...* and establishes a relation between a condition in the antecedent and a depending state of affairs in the consequent.

The interrogative modality is provided by at least two devices: subject-auxiliary inversion(with auxiliary 'do' provided according to familiar rules)and by interrogative intonation. Without the two devices the clause does not carry the interrogative meaning.

In connection with these considerations we can crucially observe that the conditional interpretation is mostly accompanied by a modal sentence context. One can observe a wide range of modality markers as e.g. subjunctive mood, modal auxiliary verbs, modal adjectives, modal adverbs, the modal infinitive etc. All these modality markers have of course an influence on the factual status of a sentence as they leave it open whether some statement is or becomes a fact in the world.

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THE PECULIARITIES OF TECHNICAL TEXT TRANSLATION

The term technical translation commonly used as a synonym for term "scientific and technical translation "when it comes to transfer all kinds of technical texts." For successful business, or to establish trade partnerships with neighboring governments need to translate specifications and technical services reports, drawings and certificates, the documentation accompanying the software, regulatory texts and standardizing documentation.

The main stylistic feature of scientific and technical text is precise and clear presentation of the material in the almost complete absence of those expressive elements that give the speech emotional intensity, the focus is on a logical rather than emotional and sensual side expounded.

Scientific style is characterized by logical construction proposals, semantic accuracy, and informative saturation objectivity in presenting materials and hidden emotion. Terminological vocabulary and complex grammatical structures help to implement all the features of scientific style in practice. Thus, the translation of technical texts involves the use of standardized language processing. The translation of technical text will not tolerate the duality of meaning and distortion of the concepts and terms.

In order to achieve an adequate translation of terms one must meet certain conditions depending both on the accounting term symptoms and on compliance with the rules of the special text translation. These conditions are divided into general-defined attributes of the term, the specifics of the original language and the target language rules and the comparison of these two languages, and private defined features of the type and genre of the source text and the characteristics of a particular term in it.

The translator need identify three common conditions of adequate translation of terms. First, there must be provided an adequate translation of individual terms for specific text. Second, each translatable term should be checked from the terminological point of view, appearing in the original language and the target language, which serves to designate the terms of any particular science, fields of knowledge, technology, etc.

Third, the differences in terms should be taken into account and determined by the specific transfer thoughts on each of these languages. Fourthly, a distinctive feature of this style is the widespread using of nonlinguistic signs in speech. Such feature as accuracy can be realized in the form of schemes, graphs, formulas, and also signs and symbols. Complexity of technical translation is also associated with the use of a large number of abbreviations and special symbols (AC – alternating current; BD – base diameter; CAD – computer-aided design)

To sum up all above-mentioned it should be noted that the translation of technical texts is important not only to convey the main idea and meaning of the text, and make it clear and unambiguous, without any inaccuracies. After all, even a small error in the contract may result in some difficult embarrassing situations.

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TRANSLATION OF DEFINITE ARTICLE IN THE BOOK "INFERNO" BY DAN BROWN

Rendering a certain sense is not usually a complicated process when you are a writer. The problem starts when a translator should make the same, considering tones of grammatical and psychological details of both initial and target languages.

We would like to investigate the methods of rendering the definite article to the Ukrainian language in the novel "Inferno" written by a popular American writer Dan Brown. Referring to the New Oxford Dictionary of English, a definite article indicates that its noun is a particular one (or ones) identifiable to the listener. It may be something that the speaker has already mentioned, or it may be something uniquely specified, it is sometimes also used with proper names.

Speaking about methods of rendering the meaning into Ukrainian, first of all we have to mention that in our native language there are no articles at all, so some scholars identified the ways of their possible translation.

The definite article when endowed with the lexical meaning in a sentence or passage can have various realizations in Ukrainian. According to H.M.Kuzenko the most common of them are the following eleven:

1) as the demonstrative pronoun цей (ця, це, ці); 2) as the demonstrative pronouns такий (той, та, те, ті), той самий, (саме той, та сама), такий самий; 3) as the possessive pronoun її, їхні, свій (своя, своє, свої); 4) as the identifying pronoun весь, вся, все/цілий; 5) as the relative pronoun який (яка, яке, які); 6) as the indefinite pronoun якийсь (якась, якесь), певний; 7) as the identifying attributive pronoun сам, сам собою, інший/інша; 8) as an adjective or adjectivized participle (according to the contextual meaning); 9) as a particle emphasizing the attributive pronoun, numeral or some other part of speech; 10) very often when the noun in the sentence has another attribute the clearly explicit lexical meaning of the definite article remains superfluous; 11) in many a case the definite article may point to thematic functioning of the noun, which is usually signalized by its initial position in the sentence and pointing to the core of the utterance presenting the basic, known already elements in the sentence.

And we would like to demonstrate the usage of this theory in practice with the help of the examples from the book "Inferno" which has recently been translated into Ukrainian.

1. ***The article*** contained an interview with a doctor, who explained the PET scans of Sienna's cerebellum. – ***Ця стаття*** містила інтервю з

лікарем, котрий пояснював томографію мозочка Сієнни. (The definite article is rendered with the help of the demonstrative pronoun).

2. Scrawled across the top of ***the paybill*** was a handwritten message in Magic Marker: Sweetheart, never forget you're a miracle. – На ***тій програмі*** було написано від руки фломастером: "Люба, ніколи не забувай, що ти – чудо". (The definite article is rendered with the help of the demonstrative pronoun).

3. It talked about ***the isolation felt*** by gifted young people whose social skills could not keep up with their intellects and who were often ostracized. – У статті також йшлося про ***самотність, від якої страждають*** обдаровані молоді люди, чиї соціальні навички відстають від їхнього розумового розвитку, і про той байкот, якого вони часто зазнають. (The definite article is rendered with the help of the relative pronoun).

4. Through ***the*** dolent city, I flee. – Я тікаю крізь шумливе місто. (The noun in the sentence has another attribute and the clearly explicit lexical meaning of the definite article remains superfluous).

5. I am ***the*** Shade. – Я – Привид. (In the process of translation the definite article in this sentence was omitted).

In the conclusion it has become clear that the problem of translation of the definite article is still actual and constantly needs an investigation.

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MÉTODOS PARA TRANSMITIR MATICESESTILÍSTICOS

Existen seis métodos principales con los que se puede transmitir el significado de las figuras estilísticas que son los elementos con matices emocionales del idioma, es decir unidades fraseológicas, frases hechas, coloquialismos con un significado metafórico, figurativo.Muchos tropos o figuras estilísticos (metáforas, metonimias, personificación y otros) conllevan la figuratividad y, por esta razón, están sujetos a ser traducidas según los siguientes métodos de transmisión del significado: análogo, equivalente absoluto, equivalente parcial, compensación, traducción descriptiva y calco.

Veamos cuáles son y estudiemos unos ejemplos.*Análogo* se emplea cuando observamos la retención del significado de este o aquel matiz estilístico en la lengua de la traducción. La forma gráfica y la estructura de la expresión no suelen coincidir.*Ejemplo:El Presidente francés de cabeza de turco*.*Equivalente absoluto* – método que implica la retención tanto de la forma gráfica como del significado en la lengua original y en la lengua-meta.*Ejemplo: Con Anillos Rain no te dan calabazas*.*Equivalente parcial* significa la duplicación parcial de la forma de una expresión reteniendo sólo el significado de lo expuesto.*Ejemplo: Pusieron en libertad a los presos cubanos*. *Traducción descriptiva* se emplea para transmitir descriptivamente el significado, a veces, aproximado a la expresión con un solo fin – dejar comprender lo general explicando la escencia o la idea principal de lo dicho.*Ejemplo: Buscan a jóvenes de talento bestial.*.*Compensación* es el método más frecuente que se emplea para sustituir una figura por otra, reteniendo su matiz estilístico emotivo. Si es imposible retener el significado, nos referimos a la traducción descriptiva como el método de transmitir sólo la idea principal. *Ejemplo: El negro plan ruso – план росіян як подорож на Марс*.En este caso la metáfora „*el negro plan ruso*" ha sido sustituida por simil (comparación figurativa). *Calco* se entiende como la manera de traducir palabra por palabra. La forma y el significado se quedan incambiables y no expresan, como regla, la figuratividad.*Ejemplo: El superpoder electoral*.

La estilística práctica debería ser la actividad más importante en la enseñanza y el aprendizaje de un idioma porque en el acto de la comunicación, la ignorancia de los recursos expresivos y de la adecuación funcional de lo dicho lleva al fracaso o, a veces, a situaciones ridículas. Las variantes, creadas como resultado de una expansión de los modelos sintácticos, vienen a ser marcadas estilísticamente y sirven para reforzar la expresividad del discurso.

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THE NOTION OF "OFFICIAL BUSINESS DISCOURSE"

Based on the results of linguistic research we can draw the following definition of discourse: discourse is a unit of speech characterized by the text (a unit of language) and discourse procedural characteristics determined by extralinguistic factors. According to W. Maas, discourse is the actualized amount of texts which are united by one situational theme and determined by extralinguistic factors, including the specific conditions of communication (time and place), characteristics of the communication channels, nonverbal means of communications, etc.

Every institutional discourse uses a certain system of professional-oriented signs, in other words, it has its own sublanguage (special vocabulary, phraseology). A person comes into a discursive space not only in a particular social role, but also with specific goals.

In modern society there are the following types of institutional discourse: political, diplomatic, administrative, legal, military, educational, religious, mystical, medical, business, advertising, sport, scientific, scenic and mass information.

Institutional business discourse is a speech activity of people, and its common feature is the business relationships (goods production, financing of its production, trade, insurance, commerce, production and sale of various services, negotiations). It covers not only organizations inside, but also relations between organizations, as well as communication between organizations and some individuals, based on some norms and rules of communication adopted in the business community. The features of the official-business discourse are stability, traditional character and standartization, as its fields of application are business relations between individuals, institutions and nations. As the official business discourse characterized by strict accuracy, objectivity, concreteness, conciseness, than the means for it will be determined by the same features.

Taking into account many aspects of this phenomenon, we can say that business discourse is a system of genres, which are used by specialists in the field of management, marketing, economics, trade, business, etc. This discourse is a pattern of the verbal behavior established in professional society. We can mark out quite a lot of such communication areas in a particular society. But it is probably to create a particular rhetoric for each of them, as any particular rhetoric describes the system of speech genres, and such a system can exist only in a professional activity, where “a word is a professional tool”.

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THE TYPES OF CONVERSION IN MODERN ENGLISH MEDIA DISCOURSE AND WAYS OF ITS TRANSLATION

Modern English media discourse is a specific type of language-thinking activity; it is characteristic for the information field of mass media. Media texts contain a large amount of words-conversions because of their semantic and formal structure, namely, compression, high information content, double references that contribute to the implementation of specific features of media discourse as a functional style.

Words-conversions often occur in modern English media texts mainly in headlines. They are used for saving language means and paper space attracting readers’ attention, representing information in unconventional and abstract way.

Conversion belongs to one of the most developed word-formation models, changing or existing ones, increasing or decreasing their productivity in the language. Conversion is the process of forming new words, moving them from one morphological class to another one without any change in word form and pronunciation.

Scientists identify four main types of conversion in modern lexicology such as: 1) verbalization (ex. fire , n – вогонь, пожежа → to fire , v – запалювати, підпалювати ; free , adj – вільний → to free , v – звільняти) ;

2) substantivisation (ex. to look , v – дивитися → look , n – погляд ; to hunt , v – полювати → hunt , n – полювання);

3) adjectivisation (ex. granny , n – старенька, бабуся → granny , adj – в старовинному стилі) ;

4) adverbalization (ex. altogether , adv – взагалі, загалом → the altogether, n – сукупність, ціле).

According to the modern researches the most productive types of conversion are substantivisation and verbalization.

Some linguists such as M.V. Nikitin, O.D. Meshkov define transpositional (ex. to deposit, v – вкладати → deposit, n – вклад) and derivational (lexical) conversions (ex. horse, n – кінь → horse, adj – грубий).

Transpositional conversion can be complete (ex. face, n → to face, v; a pilot, n → to pilot, v) and partial (ex. to smoke → a smoke → to have a smoke).

The following main ways of translating conversion can be signified: transcoding, calque, equivalent translation, descriptive translation, combined translation. Conversion is a very active process and it is difficult to define all words-conversions, and not all lexical neologisms can be found in the dictionary. So translator should study the content of media text and try to express word-conversions using different language means.

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PRÉSTAMOS SEMÁNTICOS Y SINTÁCTICOS EN EL ESPAÑOL ACTUAL

Actualmente la posibilidad difusora de diferentes medios masivos y la tendencia a la globalozación económica y cultural han aumentado la cantidad de elementos extranjeros,llamados préstamos, en muchos idiomas. En la lengua española, gracias a su crecimiento demográfico y cultural, se observaunatendencia muy especial, la de importar los préstamos: de otros períodos históricos, como una confirmación delintercambio de diferentes pueblos y culturas; en dos últimos centenarios, como imagen de una dependencia científica o técnica de otras culturas más avanzadas del Occidente, especialmente, la angloamericana.

Existen diferentes clasificaciones de extranjerismos, en especial, de anglicismos. Nos gustaría presentar las siguientes categorías de:

1) anglicismos patentes, es decir, todas las formas originales del inglés (anglicismos crudos o extranjerismos como *banking, manager, show, catchup, pub, sandwich, topless, wonderbra, camping, chippendale*), bien adaptadas a la ortografía española (préstamos asimilados como *aerobic, güísqui,poster, bistec, cóctel, picnic, escúter, unisex, eslogan*);

2) los préstamos semánticoso los anglicismos no patentes: *autostop – el proceso, cuando unapersona indica a los coches que pasan, que desea viajar y le lleven*; *pullman – un tipo de autocar grande y con comodidades, predestinado para viajes de largo recorrido*;

3) los calcos léxicos multiverbales.La noción“multiverbal”significa el carácter polimorfémico del calco: *bádminton – balonmano, blue jeans – pantalónvaquero, nylon – fibra textil sintética; spot (espot)–anuncio publicitario; graffiti – dibujo (texto) en la pared (o muro); black-jack – juego de cartas; puzzle – un tipo de juego de mesa.*

La particularidad del préstamo semántico se refiere en lo que una palabra del idioma extranjero transmite unamarca de contenido a una palabra del idioma receptor con la que tiene algún tipo de enlace semántico, motivando una extención semántica de la palabra nativa.

En conclusión nos gustaría notar que los científicos no tienen una opinión común en cuanto a los anglicismos. Unos votan por el rechazo radical, otrosproponen aceptar la interferencia de las lenguas como una realidad natural de cada día en las sociedades actuales y modernas.

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WAYS OF TRANSLATION OF PHRASEOLOGICAL EXPRESSIONS

The translation of phraseological expressions became the topic for discussion for the contemporary scholars almost 20 years ago and remains the topic for researches till nowadays.

Phraseological expressions are words which have fixed structure, semantic and lexical meaning. We can not make up the meaning of this or that phraseological unit with the help of the sum of meanings of their components. The main distinguishing features of the idiomatic expressions are metaphorical nature, emotional expressiveness and usage .Identifying phraseological expressions in the source text and the possibility to find an equivalent in the target language are the most important stages during the process of translation.

The translation depends on the source of origin; the existence of common image in both languages; the necessity in transformations; the perception of the image; the existence of similar in sense equivalent in the target language.

The problem of idiomatic expressions translation has always been interesting for the linguists:

1) *Absolute equivalent* – the method of translation by which every component of the source text is remained unchanged (Alladin's lamp–Аладдінова лампа);
2) *Near equivalent* – the way of translation where one or more elements are different, than in the target language (As pale as paper – Блідий як стіна);
3) *Genuine analogy* –the majority of English phraseological units have similar in sense units in Russian or Ukrainian and sometimes they are very close in their metaphorical meaning (Apples and oranges – В огороді бузина, а в Києві дядько);
4) *Approximate analogy* – sometimes it is hard to understand the meaning for the foreigner so the meaning is expressed in a descriptive way (To be born with a silver spoon in the mouth – Родитися в сорочці);
5) *Descriptive translation*– the meaning can be rendered just with the help of explication (Out of a clear blue of the sky – раптом).

In conclusion itshouldbeaddedthat the translator can use dictionaries of phraseological expressions during his work, but he should remember about culture and national mentality of the country (TL).

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THE PECULIARITIES OF RUSSIAN BUSINESS DOCUMENTS

The peculiarities of Russian documents have always been an object of hard study by differentscholars and linguists. Such famous linguists as S. Kashtanov, G. Korolev and A. Grishuninin their works pay special attention to the features of Russian documents.

Russian business documents and documents in other languages have such main characteristics as conventional expressions, lack of emotiveness, and syntactic method of combining several ideas within one sentence.Stylistically, formal written document requires usage of words in their primal logic meaning.Lexis is defined bythe wide usage of special terms. All of them are rather strict in meaning and in some way bookish. The usage of such words as neologisms or slang words is impossible and inappropriate. Moreover, in such documents may be observed a lot of Latin and Greek words.The language of business documents lacks content and intensity to keep strict to the main idea.Specificity, briefness, clear message of the document, high volume of information, strict and logic rhythm of sentences – this all is done in order to make document sound diplomatically.

As to the grammatical particularities of the Russian business documents, there are no direct recipients. Unlikeactive constructions, which are used rare, passive constructions are more preferable, modal verbs might and could are commonly used instead of can and may. Usually, documents aredeprived of personal pronouns I, we, you.

All points mentioned above make up the standard of business documents. Specific forms helpreaders to focus their attention on key information and simplify process of concluding a contract.

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THE TRANSLATION OF GEOGRAPHICAL NAMES

The problem of Proper names translation has always been studied by the linguists in different fields.

There are no established rules of translation yet as to how different kinds and types of English proper names and geographical names should be translated into Ukrainian.Some geographical names are translated with the help of calque, e.g. translation by parts with subsequent addition into one. For example: St. Laurence River – річка св. Лаврентія, Cape of Good Hope – мис Доброї Надії, New South Wales – Новий Південий Уєльс.

Also, we should mention that considerable number of English geographical names are translated into Ukrainian with the help of transcription only. For example: Dashwood – Дешвуд, Buckinghamshire – Бакінгемшир, Capetown – Кейптаун, Ohio – Огайо.

We should mention that English translation of foreign geographical names must be translated, how these names are called in native country. For example: Munich – Мюнхен, Leghorn – Ливорно, Гаага – the Hague; Генуя – Genoa Nuremberg – Нюрнберг, Venice – Венеція, Варшава – Warsaw; Кельн – Cologne. However, in Ukrainian traditional names and even European capitals often do not coincide with their original names. For example: Paris, Rome, Belgrade.

Two ways of translation are often combined under a single name as transcoding. There are four types of transcoding :

- Transcription
- Transliteration
- Mixed transcoding
- Adaptive transcoding (when the form of the word in the original language is adapted to the phonetic and / or grammatical structure of the target language)

Nowadays, the translation of geographical names is still considered as a problem, that is why you should always be very attentive while dealing with Proper names in order to avoid mistakes.

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TRANSLATION OF MEDICAL TERMS

The term is a word or the group of words that have special meaning in definite fields of science, technology, art, social life, etc. Term or terminology is a word or phrase used in a special context.

Compared with the general translation, translation of terms is quite different. First of all, the formation of terms differs from the formation of general words. For general words the meaning must be determined from an already existing form, while for the terms – vice versa. Secondly, general words are often polysemantic and many words can have the same meaning while the terms are mostly monosemantic i.e. they have only one meaning.

For the translator, the main task in the translation of term into other languages is to reach correct understanding of the term in its context.

The same difficulties apply to the translation of medical terms.

One of the main aspects that have to be determined by a translator is the target audience of the translation. The target audience, in its turn, will specify whether the text is translated into medical terms or layperson terms (or both of them).

Another point is the translation of eponyms. Sometimes they are really difficult to translate because often they are at the same time synonyms for another term. For example, “Infantile Scurvy” has the following synonyms: “Barlow’s disease”; “Möller-Barlow disease”; “Barlow’s syndrome”; “Cheadle-Möller-Barlow syndrome”; “Moeller’s disease”; “vitamin C deficiency syndrome”.

Another touchstone to determine is whether to translate into British or American English. This may be not the most crucial detail, and almost all doctors would nevertheless understand, but not knowing the difference will mean a compromise on term consistence when you start confusing “hematomas” (US) with “haematomas” (UK). From time to time, the spelling may be the same but the meaning is different. For instance, “surgery” is a place where you get cut open in the US, but also a doctor’s office in the UK.

To sum up, we can see that methods that are considered to be used only in literary translation are also used in medical translation.

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TYPES AND USAGE OF ABSOLUTE CONSTRUCTIONS

An absolute construction is a secondary clause that modifies the meaning of the main sentence. This is a type of grammar that originates from Latin language. Each absolute construction usually contains a modifier, a particle and a noun. The number of them may vary, but such secondary clauses tend to be simple. An absolute construction may contain a verb, but it is not necessary.

In modern English absolute constructions are becoming more and more widespread in all fields – from works of art to scientific and technical texts, from newspapers and magazines to business documents . In Russian language there are no structures similar to absolute ones, which means that translator should decide which structure from Russian language should be used in each case.

For the proper identification of an absolute construction translator should have a clear idea about its different types:

- **Nominative absolute participial construction**:

Mary laughed, her eyes sparkling brightly.

- **Nominative absolute construction without a participle**:

Liz walked toward the jury, all eyes upon her.

- **Absolute construction with a preposition "with"**

With you for a friend, they shouldn't worry.

The next step in the translation of the absolute constructions is to determine the nature of semantic connection of the construction with the main part of the sentence. It can be very miscellaneous: time, cause, attending circumstances, manner etc. It is reflected in the methods of translation of absolute constructions into Russian. Depending on different factors, such as the type and nature of the absolute construction, style, context and so on translator can choose one of four main options: time clause, participial construction, sentence fragmentation and prepositional construction with the preposition “with”.

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INDIVIDUAL PARADIGMS OF AUTHOR

Our study deals with individual paradigms of an author. In the English language paradigms were first used in the 15 century and the meaning was “pattern” or “example” and they still bear this meaning today.

The paradigm is a set of inflected forms of a certain word, which is serving as a model for other words of the same conjugation or declension. In other words, we can say that it is some model which is used as the basis for the words. It is important to mention that paradigms do not describe the meanings of the words for which they are used and they do not describe reality, they can be true or not.

Individual paradigm of an author is a principal image of the subject in author’s viewpoint and is used by authors in their works, mostly in fiction, and these paradigms often have repetitive nature. Authors repeat those elements, which are of a particular significance in the disclosure of their attitude, and herewith taking into consideration their seeing of the world around them, and carefully selecting the linguistic means of their implementation.

It must be pointed out that the individual paradigms are in a very direct way related to author’s technique and other aspects of literary theme, that within a work they can not be substituted for other elements, because changing or transforming of any component requires an adaptation in at least some of the others as well.

An example of such paradigms can be Hemingway’s favourite word "smooth" which in his work acquires the status of a comprehensive appreciation, which also is the evidence of the occurrence of a fleeting sense of harmony, and for a brief moment the reader feels it, due to the objects which, as it seems, are around him: "smooth beach", "smooth snow", "smooth water", "smooth road", "smooth skin", "smooth horns" etc. Such predilection to the word leads to unexpected word combinations, which creates a new contextual meanings and, as a rule, nobody ever uses.

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THE MAIN TYPES OF ABBREVIATIONS IN THE TEXT OF DIFFERENT TYPES

Our study deals with the abbreviations and their types of translation. Abbreviations are shortened form of a particular word or phrase. They have been commonly used since phonetic scripts appeared. In early times they were commonly used in literature where spelling out of many words was often avoided and initial letters ordinarily being used to represent words, collocations or phrases in certain sphere of usage. We can observe the usage of abbreviations in all spheres of written speech, even in business where the style requires the full form of words.

They are commonly represented by a letter or group of letters which are taken from the word or phrase. It is widely known that the main abbreviations are of 8 kinds: initialisms, acronyms, contractions, apheresises, aphesises, clippings, truncation and blends.

In the first kind, initialisms, the abbreviations are formed from the initial letter or, sometimes, letters of several words and are pronounced letter by letter. The example of this kind of abbreviation is WWW (for The World Wide Web).

The second, acronyms, are also formed from the initial letters of different word elements, but it is read as a one single word. As an example is CIF (for Cost, Insurance and Freight). A contraction is a type of abbreviation that consists of the first and last letters of a full word. And the example is Dr.(for doctor). An aphereises is an abbreviation which is an omission of a first syllable or syllables from a word, e.g., phone (telephone). The next kind of abbreviations, an aphesis, is the dropping of an unaccented vowel from the beginning of a word: 'cause (because).

The sixth kind is clipping in which we can observe the dropping of an end of a word: fan (fanatic).

A truncation is the type of abbreviation which involves only the first part of a word. Examples of this kind are months of the year or days of the week, e.g., Mon., Oct.

And the last in our list are blends which are made of two or more words. The example of this kind is brinner (i.e., breakfast and dinner).

Thus, abbreviations are one of the peculiarities, which exist in every language and language's styles in order to safe place and time.

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TRADUCCIÓN DE LO PERIODÍSTICO Y PUBLICITARIO

Se sabe que los títulos periodísticos y los textos de la publiciadad (los eslóganes) son los que se crean para así llamar la atención del lector al texto (recibidor). Las figuras estilísticas son los mejores métodos para atraer la atención del leyente y, con esto, colorear o matizar la imagen del artículo o un eslógan publicitario. La única cosa que hay que tener en cuenta traduciendo tales tipos de textos, es que en las lenguas eslavas existen tendencias de sustantivación (preferencia al uso de sustantivos) mientras que en las lenguas romances y germánicas son preferibles las formas verbales (verbalización) a las formas sustantivadas.

Hoy en día la traducción de títulos periodísticos y la de textos o eslóganes publicitarios se ha hecho no sólo necesaria, sino que se ha presentado como un fenómeno cotidiano para la vida de la sociedad contemporánea. Asimismo, el conocimiento de las bases teóricas de la traducción de esas unidades no es sólo una cosa indispensable, sino también la garantía de una traducción perfecta. La traducción de los títulos periodísticos y eslóganes publicitarios se difiere de la de las obras literarias, primeramente, por el uso de las figuras estilísticas, con un sólo objetivo – llamar la atención, establecer un contacto directo con el lector y, segundamente, por la orientación comunicativa, que se realiza mediante la función de establecer contacto con el auditorio.

En el proceso de la traducción de los elementos de este tipo, el traductor tiene que resolver tanto los problemas lingüísticos como los de la adaptación pragmática de dicho texto. Es muy frecuente que el traductor tiene que buscar unos métodos especiales para interpretar los matices semánticos y estilísticos del original. Las figuras estilísticas en diferentes lenguas son las mismas en sus raíces pero ellas funcionan de una manera diferente y, a menudo, especial. Una misma figura, por elemplo, se utiliza con una diferente frecuencia y, en el texto, ella realiza diferentes funciones como: facilitar la memorización, crear un efecto cómico, establecer el contacto directo, crear consonancia, establecer una conexión lógica, llamar la atención del lector u oyente, que es el objetivo primordial. Destacan tres consejos importantes que hay que tener en cuenta transmitiendo el significado de los elementos estilísticamente marcados: si es posible hay que retenerlos; todos ellos pueden ser sustituidos por los otros; cuando es imposible retenerlos íntegramente, es aconsejable que se encuentre su análogo o algo de equivalente – absoluto o parcial; si no es posible retenerlos durante la traducción hay que emplear algo compensatorio o descriptivo, es decir existen múltiples métodos para transmitir el significado.

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LEXICAL FEATURES IN BUSINESS DISCOURSE

One of the essential problems in linguistics of the twentieth century is the problem of discourse. It has been an object for intense study by a number of modern specialists in the spheres of linguistics, philology, culture studies. The works of such well-known linguists and critics, as N.D. Arutyunov, F.S. Batsevich, A.A. Vorozhbitova, V.Z. Demyakow etc. have been central to the idea of discourse.

In modern linguistics, the term "discourse" is complex and has got different meanings. One of the first was E. Benveniste who instill discourse with terminological meaning and defined it as "speech, which is appropriated by the speaker." N.D. Arutyunov considers discourse as "a coherent text combined with its extra, pragmatic, socio-cultural, psychological and other factors," as "the speech, that exists in real life".

Modern official business style refers to the number of bookish styles and is used in written language.

Official business style serves only in business and extremely important areas of human relationships: the relationship between the authorities and the public, between countries, enterprises, organizations, institutions, between the individual and the society.

Official business style is divided into two sub genres: formal documents style and occupational colloquial. The first style represents the language of diplomacy (diplomatic acts) and the language of laws, and the second one represents official correspondence and business papers.

The features of the English official style include: conventional terms, lack of emotion, abbreviations, cliches; general syntactic method of combining several phrases into one sentence.

One of the most specific features of this style is the use of words with their direct vocabulary meaning. The word can't have its context meaning or two meanings. Words with emotional values can't be found in the documents. Each type of business documents has its own set of phrases and clichés, which may seem strange in spoken English, such as: invoice, book value, currency clause, promissory note, assets (выставлять счет, стоимость основного капитала, пункт валюты, обязательства по векселю, активы, и т.д.).

Official style contains a lot of French, Latin and Greek words.

This scope covers international relations, law, economy, military sphere, advertising, communication in official institutions, governmental activities.

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THE GRAMMATICAL FEATURES OF BUSINESS DISCOURSE

Business discourse is an official-business style of language, which is used in the field of public as well as administrative and legal activities. The texts of this style represent a variety of genres: statute, law, order, ordinance, contract, statement, complaint, directive, various written requests, as well as many other business genres.

Genres of official style fulfil informative, prescribing and stating function in different fields of activity. Therefore, each text should be accurate in terms of presenting information to avoid ambiguity.

Grammatical features of official-business style are the following: 1) the predominant use of simple sentences (as a rule, narrative, personal, extended, complete sentences). Interrogative and exclamatory sentences do not occur practically. Mononuclear sentences include only impersonal ones and in some types of documents (orders, official letters) definite personal sentences. Composite sentences include mostly asyndetic and complex ones; 2) usage of sentences with a large number of words; 3) active usage of passive voice constructions; 4) usage of inflections, atypical for other linguistic styles, for example, the development of plural forms in abstract nouns. The standardization of business communication covers all levels of language, including vocabulary, morphology and syntax. This results in consistent communicative stereotype, perceived by speakers as a special functionally oriented type of linguistic normalization of texts, i.e., special functional style.

The general standardization scheme business language is generally quite simple: a typical situation is a standardized manner of speech. However, the linguistic means used in business communication are quite diverse and perfectly adapted to transmit very specific industrial, legal, financial, administrative and management information. Business language has accumulated a huge number of terms proven by long-term practice, formulas and turns of speech. In addition to this, the use of ready verbal formulas and structures firmly entrenched in business language enables the speaker (writer) do not waste time searching for definitions characterizing standard situations. Standardization (or, to be more precise, terminologization) of business communication significantly increases the information capability of documents, makes them easier for evaluators to perceive that promotes greater efficiency of document circulation in the whole.

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THE FEATURES OF INTERNET SLANG AND THE DIFFICULTIES OF ITS TRANSLATION INTO UKRAINIAN

A number of famous scholars, among them I. Galperin, A. Schweitzer and V. Khomyakov, studied slang as a part of colloquial language, and very few ones dealt with internet slang. That's why computer slang, being the youngest and understudied, requires more thorough study and analysis.

The first scientist, who opened this mysterious kind of language as internet slang to the world in 1975, was Raphael Finkel, an American computer scientist and a professor at the University of Kentucky. In his glossary of computer programmer slang "The Jargon File" the author united hacker technical culture slang used in the MIT AI Lab, the Stanford AI Lab and other similar societies. At that time there were very few known terms in the Jargon. But later, since the world witnessed the invention of the internet, this glossary has been periodically updated. Now we can find in it such familiar abbreviations as LOL, ROFL, etc.

The usage of slang in English internet discourse causes difficulties for translation as many of those, who study English, often cannot understand any word, typed by the visitors of chat rooms, gaming forums, and users of blogs and social networks. Such problem can be explained by a tendency to use of shortenings of many grammatical and phonetic forms. For example, out of the whole system of English tenses the Present Simple is generally used even if it is grammatically incorrect: "I'm working here for 2 years" instead of "I've been working here for 2 years. Such kinds of mistakes can be "false friends" for those, who haven't got enough knowledge of English to identify mistakes by confusing the newbies.

The internet language is generally based on informal and even slang language. It also includes the language of abbreviations, pictograms, smileys and assonance. The language of assonance is simple, the names of some numbers and letters are assonant to words and are written faster: "..ate.." – 8, "than" – 10, "to" – 2. The language of abbreviations is more difficult. Sometimes it is impossible to understand if you are not the member of specific community. But the most widespread abbreviations and shortenings are added to electronic dictionaries, which can help the translators to decipher them. The smileys and pictograms, made up of letters, numbers, and symbols that convey not only the facial expressions (happiness, sadness, anger, sarcasm), but also numerous gestures: for instance:

:-) – basic smiley, :-@ – screaming smiley, :-& – tongue tied and so on.

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NON-EQUIVALENT VOCABULARY AND LINGUISTIC REALIAS

Each culture is a unique phenomenon, and its language is the reflection of it. Non-equivalent vocabulary takes a special place among national colored layers. The problem of the rendering has been studied by such researchers as V.N. Komissarov, Y.I. Retsker, S. Vlahov, S. Florin, A. Fedorov, L. Barkhudarov, V.G. Hook, M.G. Komlev, A.E. Suprunov, V.P. Berkov, Hridlichka, L.I. Zubkov, T.D. Tomahin, A.D. Schweitzer.

E.M. Vereshchagin and V.G. Kostomarov defined the concept of non-equivalent vocabulary. It is the words that cannot be paraphrased (they do not have a stable correspondence in other languages), the meaning of them cannot be compared with any other linguistic concepts (E.M. Vereshchagin). Therefore, the concept of "non-equivalent vocabulary" includes not only the lack of an equivalent, but the reason for the absence of a short display of the specific material and spiritual culture.

According to the key researches, we can classify the non-equivalent vocabulary in the following way:

1. words of a new mode of life (*фарцовщики – black-marketeers*);
2. slang:
   a) youth slang (*комп'ютер глючить – the computer is screwing up*)
   b) criminal slang (*мочити – to kill*)
   c) military slang (*черемуха – bird cherry, army slang for tear gas*)
3. socio-political vocabulary (*прописка – registration*);
4. lexical and phraseological units (*язик до Києва доведе – a clever tongue will take you anywhere)*;
5. words of folklore (*вишиванка – an embroidered shirt*).

The main part of non-equivalent vocabulary is constituted of the linguistic realias. Coming into the target language, realias are mastered in it differently. Such semantic units appear in the language as a result of new realias in the material and spiritual life of the community and are the temporarily non-equivalent words. Often these realias denote: 1. Toponyms (*Dnipropetrovsk*); 2. Anthroponyms (*Ivan Mazepa*); 3. Titles of Art works (*Zaporozhets za Dunayem – A Zaporozhian (Cossack) Beyond the Danube*); 4. words about the polity of the country (*Verkhovna Rada*).

Non-equivalent vocabulary becomes an obstacle because of what it stands for objects and phenomena that are unfamiliar to foreign language communicators. In conclusion, the translator must be familiar with the traditions and cultural heritage of the country, in order to translate non-equivalent vocabulary correctly.

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ENGLISH HOMONYMS AND THEIR CLASSIFICATIONS

Homonyms are words identical in sound and spelling (or identical to one of these aspects), but differ in lexical or grammatical meanings.

In total, English homonyms there are not more than 16 – 18 % of the total word stock. According to the survey 6.6 % homonyms appeared due to the reduction, and in some cases led to a contraction of the word homonymy with the usual word language.

Modern English is characterized by a highly developed homonymy, and in the historical development of the vocabulary of English homonyms it does not decrease, but rather increased, especially a lot of monosyllable homonyms.

Some researchers as the objective criteria of differentiating homonymy introduce various classification. So the investigating exist homonymous groups seems to be essential.

In the English language homonyms are classified on the base of different criteria (sound form, written form, semantic meaning, lexical and grammatical meaning).

Depending on the part of speech homonyms can be distinguished into homonyms lexical, grammatical and lexical and grammatical.

Depending on the correlation of their sound forms and spelling homonyms can be classified into absolute homonyms, homophones and homographs.

Studying a variety of topics on the subject the following examples can be introduced: absolute (*bank* as an official establishment and *bank* as a shore; *can* as the verb for expressing possibility and *can* as a tin); homophones (*dear* and *deer*; *rain* and *to reign*; *to wear* and *where*); homographs.

The most interesting thing was to realize that despite the fact that all these words are homonyms and therefore have different lexical value, some of them still have some similar shades to express their sense:

1. *arm* as a part of the body and *to take up arms*;
2. *capital* as a main city and *capital* as an *equity*.

Nevertheless all these words are marked in the English language dictionaries, homonymy introduces difficulties in the process of mastering a foreign language. The learner is faced with the fact that the same linguistic form can have quite different meanings and as a result the existing of these forms significantly complicates the perception of foreign language text.

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FORMACIÓN DE NEOLOGISMOS EN LA PRENSA ESPAÑOLA

En el lenguaje de la prensa neologismos-verbos se forman menos a menudo que sustantivos o adjetivos. Los neologismos más frecuentes son los verbos de primera conjugación que terminan en -ar, procedentes de sustantivos, por ejemplo: *ancianar (envejecer, convertirse en anciano), antologar (elaborar una antología), cortocircuitar (*empleado metafóricamente en el sentido de *"interrumpir, frustrar, impedir"* que desempeñe correctamente su función), etc. Entre los sufijos más productivos se puede destacar los siguientes: *-ear,-izar,-ificar*, por ejemplo: *concretizar, maradonear*. Esta tendencia está relacionada con la internacionalización del léxico español en el campo científico-técnico. Se destaca que el sufijo -*izar* es muy productivo en el discurso publicístico de hoy y el discurso periodístico. Además ella pone énfasis en que este sufijo se usa para formar duplicados etimológicos de los verbos de primera conjugación en -ar ya existentes en la lengua, por ejemplo: *valorizar – valorar, concretizar – concretar, culpabilizar – culpar, optimizar – optimar, ilegitimizar – ilegitimar, liderizar – liderar*. Este fenómeno se debe al carácter internacional del sufijo, que tiene sus análogos en francés, inglés y alemán.

En la prensa española funcionan muy dinámicamente los neologismos de los nombres geográficos, formados con este sufijo, por ejemplo: *vietnamizar (dar carácter vietnamita), japonizar, cubanizar, palistinizar*, etc. Algunos de los neologismos con el sufijo *-izar* son formas sintéticas de verbos, que sustituyen las formas analíticas tradicionales “verbo+ adjetivo”, por ejemplo: *ecologizar – hacer ecológico, miserabilizar – hacer miserable*.

Otro sufijo verbal productivo en el periódico contemporáneo español y el discurso periodístico es el sufijo *-ear*. Las formaciones de palabras nuevas con este sufijo a menudo surgen para sustituir las estructuras analíticas más complejas "verbo + sustantivo, por ejemplo: *chistear (hacer chistes de algo), chuletear (hacer chuletas), lambadear (bailar la lambada), marrullear (hacer marrullerías), masajear (dar masajes), papear (tomar comidas, comer), pendulear (ir de un lado hacia otro)*.

Los verbos formados con este sufijo también puede tener el significado de una acción repetida, por ejemplo: *mitinear (dar mítines frecuentemente), mensajear (enviar mensajes de un teléfono móvil a otro)*. A menudo, la base de formación de neologismos son los préstamos que adquieren el sufijo *-ear*, por ejemplo: *whiskear, chatear, rapear, chartear*, etcétera. También nos permite adaptar e incorporar el léxico formado de nombres españoles, por ejemplo:*maradonear (actuar como Diego Maradona)*.

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FEATURING TRANSLATION OF JOURNALISTIC STYLE

Indispensable condition of modern communication is concise and correct presentation of thought. The problem of accurate information transmission expressed in one language by means of another is important not only in linguistics, but also in all areas of human speech.

Journalistic style has been studied by many linguists: I.V. Arnold, I.R. Halperin, M.D. Blacksmith, Y.M. Skrebnev, and each of them had his own opinion on the journalistic style and its sub-genres.

Journalistic style is a functional style of speech that is used in the following genres: articles, essays, reportage, satire, interviews, pamphlet, oratorical speech.

It has an impact on people through media sources (newspapers, magazines, television, posters, booklets etc.), and can be characterized by the presence of political lexicon, logical, emotional, evaluative, provocative words. One of major features of journalistic style is wide usage of phraseological units, emotive words, short sentences, wordless phrases, rhetorical questions, exclamations, repetitions etc.

Recognition of phraseological units in the text is one of the main problem of translator. The wrong perception leads to a distortion of the translated text. *«China growth: still up in the air». Экономический рост Китая: все еще большой вопрос.*

The problem of translation rhetorical question is to maintain emotional coloration and expressiveness of message. Rhetorical question should be regarded as a rhetorical device of emotional and psychological impact on the interlocutor. «*Russia has had many enemies to fight against?!». И с кем только Россия не воевала?!*

Thereby, like any other functional style journalistic style presents a whole range of texts that belong to different genres and types with their structural and typological characteristics. To ensure the accurancy of each translation, the translator should take these features into the account.

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TYPES OF TERMS IN SCIENTIFIC AND TECHNICAL DISCOURSE

One of the main features of scientific and technical discourse is the large number of terms, i.e. words or phrases denoting specific concepts that are used in various fields of science and technology. So the correct translation of terms is essential for a proper understanding of scientific and technical texts.

Term is considered to be a word of special language used for professional or scientific communication to represent scientific or technical concepts. The ways of term translation are depend on the types of terms. Therefore, it’s important to study the classification of terms for easily determining the ways of their translation.

There are several classifications of terms in modern terminology. First of all, according to their graphic expression the following types of terms may be defined:

1) symbolic representations (terms, including abbreviations, alphanumeric codes; graphical symbols or their combinations – ATM, BBC, NASA);

2) descriptive representations (definitions, explanations as linguistic descriptions of concepts; pictures, graphics as graphical pictorial descriptions of concepts);

3) combinations of both.

Upon the sphere of their use, professional terms can be divided into:

1) general professional terms, that are used in different fields of science and technology and can be understood easily;

2) special professional terms used only in some fields of knowledge;

3) narrow specialized terms that are used only in one subject field of knowledge under conditions when there is a need to give definitions to phenomena or concepts.

Besides, depending on terminology systems, there are terms which belong to scientific terminology or general technological one.

Finally, according to their structure the following types of termscan be identified:

1) simple consisting of one word;
2) compound consisting of two words and written together or with a hyphen;
3) term-combinations consisting of several elements;
4) shortenings or shortened terms consisting of letters, signs and numbers.

All these terms have their distinctive features, as well as the ways of their translation that should be considered for the quality interpretation of scientific and technical texts.

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THE USAGE OF METAPHOR IN NEWSPAPER TEXTS

Metaphor is a figure of speech which makes a clear, unclear or hidden comparison between two objects that are opposite for each other but have some common characteristics. Namely, a resemblance of two incompatible or different objects is made on a single or some common characteristics.

Journalistic metaphor is the usage of certain words by the author, redefining based on image and associative similarity which is the result of subjective impressions, feelings and emotional perception. From the one side, this is a reflection of the real world and the objective knowledge of it embodied in language and from the other side, is a way to create individual, figurative world of a newsman. Associativity created by metaphorical use of the word helps more vividly imagine the reality described by the newsman.

Newspaper metaphors are divided into commonly used (e.g. Time is money) and original i.e. individual author's metaphors (e.g. Barking up the Dogs of the Dow Tree. – Идти по ложному следу).

Metaphor as one of the most popular means of artistic expression presents a complex concept as a relatively simple, the new concept as well known and the abstract concept as concrete.

The specifics of newspapers include the availability of replicated metaphors, but the journalist should use the metaphor correctly to avoid the standard mistakes. The metaphor should be used not to revive the material, but to achieve the effectiveness of the written word.

Journalists who write texts on different topics use the metaphor as a decoration and a clearer presentation of figurative thought.

The translation of metaphors requires special attention and maximum accuracy, as translated product bears the image of the author as a native speaker, cultural realities and associations, and media images. The difficulty of translation is to convey the meaning and content as accurately as possible and taking into account the peculiarities of their own national culture, which could contribute to the perception of the reader. The basis of metaphors are universal concepts based on human perceptions of reality or specific concepts for the particular culture that is based on the concepts inherent only for native speakers, and that are usually not familiar for people of other cultures.

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THE TRANSLATION OF NEOLOGISMS IN MASS MEDIA TEXTS

A neologism is a recently coined word, term, or phrase that is in the process of entering common use but has not yet been adopted into common language. Neologisms are often associated with a specific publication, person, event, or period. The kinds of neologisms vary according to the field they first occur in. Generally speaking, we can mention the following types of neologisms: political, imported, pop-culture, scientific, trademark, inverted.

There is another sort of distinction among neologisms:

1. A word in which both the form and the meaning are new,

2. The form is new, but the meaning has already existed in some other word,

3. The meaning is new but the form has existed before.

There are some ways of translating of neologisms:

1. Selection of a corresponding analogue in a language of translation

2. Transcription and transliteration

3. Calque and loan translation

4. Descriptive translation and explanatory translation

In journalism, neologisms occur very often for their ability and power of information and condensation. Translators should transfer them in the target language by using quite complicated reasoning which involves a lot of factors such as literary norms, creative traditions, text type and conventions that are acquainted to the reader of a certain society.

In the classification of neologisms according to their belonging to a particular part of speech, nouns make up the most numerous group: *chubsters, campus-visit, office-fodder*. A noun is a part of speech that is used to name a person, place, thing, quality, or action. People create neologisms denominating new things, inventions, phenomena, and their qualities, and this actually is the role of nouns in the language.

Mass media is not only the source of information, it is also spreading neologisms. If a word wants to 'stay alive', it has to be admitted widely in public speech and used by mass media, and/or personalities, such as politicians, authors etc.

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NEOLOGISMS AND WAYS OF THEIR FORMATION

Almost every day new neologisms appear, and translator should not only know the ways of translation of neologisms, but also know the ways of their formation. In the process of translation such information will help greatly. If in the text there are some neologisms which do not exist in the dictionary, translator is obliged to determine their meaning, the context and the derivation of the word elements.

Many linguists, such as S.I.Alatortseva, J.K. Voloshin, A.N. Ivanov, N.Z. Kotyelova, V.I. Zabotkyna, E.V. Rosen, E. V. Senko, G.M. Stepanov, E.V. Yumshanova, made a great contribution to the development of neology and neography.

There are two ways of word formation – productive and non-productive. Productive is divided into: 1) affixation (suffixing and prefixion) – *well-to-do-ness, brain-washer, cracking;attachable, unguarded.,* 2) conversion. Noun-to-verb (*a boss- to boss*); verb-to-noun (*to catch – the catch*); adjective-to-noun (*intellectual – the intellectual*); noun-to-adjective (*a maiden – maiden*), 3) composition (*Islington person – принижуючий термін для середнього класу. ethnic cleansing – масове вигнання, чи винищення людей етнічної меншості чи релігійної групи на певній території)*

New words can be created by non-productive way: 1) lexicalization (*arms, customs*); 2) reduction (replacing the whole by the part) – (*VCR – video-casette recorder, PC – personal computer; a.m., p.m.,SOS*).

Transformation of the groups of words into words involves various types of lexical abbreviations: 1) ellipsis or substantivizaion (*a documentary –documentary film*); 2) abbreviations (acronyms) (*BBC – British Broadcasting Corporation*); 3) contamination (mixing) (brunch – breakfast and lunch).

In conclusion we can summarize that there are a lot of ways of neologisms formation, and translator should know them all. Because in the process of translation he or she can found that some neologisms are not exist in the dictionary. That is why knowledge about neologisms formation will help to understand their meaning, structure, and also will help to choose the most appropriate way of translation.

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NEOLOGISMS AND WAYS OF THEIR TRANSLATION IN SCIENTIFIC TEXTS

The theme is relevant because almost every day new neologisms appear. The problem of understanding and translation of neologisms is connected with the fact that in today's rapid development of science and technology, no dictionary is able to keep up with the emergence of new words and terms in different fields.

A significant number of errors which translators make during the translation of scientific and technical vocabulary, indicates that the problem is critical. Therefore, a great attention in linguistic research is given to the translation of scientific and technical vocabulary. Different styles of the text, or areas to which it applies, require different approaches, strategies and solutions. According to D.I. Ganych neologism is a word, created to denote a new object or express new concepts. Each new word is a neologism. But when it became well-known and widely used, it is no longer a neologism. The majority of neologisms (90%) are terms. Neologisms has been of great interest for such linguists as E.I.Hanpir, O.H.Lykov, V.V.Lopatin, O.A.Habinska, M.M.Shamanskiy, H.M.Vinyara. Stylistic features of neologisms have been investigated by I. Bilodid, A. Koval, O. Ponomarev, L. Kravets.

In various fields of science and technology a great number of terminological neologisms appear. For example, in the field of linguistics (*translation – машинний переклад)*, biometrics (*computerized card – картка з біометричним пристроєм, який дає змогу відчиняти двері, сейф і т.п.)*, medicine (*telemonitory systems – обладнання, яке дозволяє лікарю лікувати хворих на відстані).*

According to A.O. Kulchytska, there are 4 main ways of translation of neologisms: tracing (*workaholic – трудоголік, antihero – антигерой)*, transcription or transliteration (*escalation – ескалація, Benelux – Бенелюкс*), equivalent translation, descriptive translation (*native mode – режим роботи у власній системі команд; processor-specific code – програма, прив'язана до певного процесора)*.

Ultimately we can make a conclusion that the scientific and technical literature tries as much as possible to accurately describe and explain certain facts. The proper translation of neologisms requires the analysis of the structure of words and phrases.

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LEXICO-SEMANTIC PECULARITIES OF INTERNATIONAL ECONOMIC DISCOURSE AND ITS TRANSLATION INTO THE MOTHER TONGUE

International relations are constantly developing. Economists, politicians and businessmen joint their efforts to overcome the economic crisis and develop the anti-recessionary policy. Thus, the international economic discourse is of great interest in the modern society.

The well-known researchers O. Ilchenko (2011), M. Lykin (2008), K. Lut (2006), J. Stepanov (1995), K. Tomashevska (2000) and N. Shevchenko (2005) are delt with the theory of international economic discourse. The notion of the international economic discourse is still not clear due to the variety of discourse typologies. This paper seeks to examine some of these typologies and brief the main characteristics of international economic discourse from lexical and semantic perspectives. We also aim to learn the problems of its translation.

Such linguists as A. Chudinov (2006), A. Baranov (2001) and O. Sheigal (2000) research this discourse within political discourse. On the other hand, V. Iliin (2000) states that it is a part of the scientific discourse. In his works he says that economics is a kind of science which has its own subject, research methodology and theoretical basis. On the lexico-semantic level the international economic discourse is characterized by the wide use of terms, general vocabulary, functional words, abbreviations and neologisms.

While translating texts of international economic discourse there appear some problems on different levels due to the semantic discrepancy of languages. There are lexical, stylistic and grammar ones. Lexical problems arouse because of the equivalents' absence in the target language. Therefore, in the process of translation lexico-semantic transformations are applied, such as concretization, generalization, metonymic and antonymic translation and sense development.

Thus, international economic discourse does not have its own niche in the discourse typology. This discourse contains the features of both scientific and political discourses. The translation of the economic texts of this discourse is considered not easy one. The research of lexico-semantic peculiarities and transformations can fill the gap in previous studies and offer new ways of solving economic texts translational problems.

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THE PECULIARITIES OF PATENTS TRANSLATION

The utility patent is a document which legally confirms the sole right of a patentee to produce, apply and sell the invention during the specified time and on the fixed territory. It is issued to the applicant of a patent by Patent Office on behalf of state. Patents refer to scientific-technical literature.

While translating a patent, some difficulties can occur, that is why a translator should know all the necessary details which will help them:

1) Patent title involves the bibliographic information (last names, figures, etc.). It is not difficult for translating but it requires alertness.

2) The translation of the invention title should be very close to original. It shouldn't have relative abbreviations, epithets of advertising type (new, effective) or needless words (scheme, construction).

3) It should be mentioned that the usage of tautologisms is common in English language but not in Russian. Consequently, a translator should avoid such words in Russian:

E. g “The disadvantages and drawbacks” – “недостатки”; “new and novel” – “новый”

E. g “Implementation of my invention will provide improvement and increasement of the efficiency of electrical pumps of this type” – “Применение моего изобретения обеспечит повышение КПД электрических насосов этого типа”

4) The usage of polysemantic words can be a real problem for translators because the same word can be transferred in other contexts differently.

E. g A word “claim” has several meanings: требование; иск; утверждение, заявление; притязание

5) The predicate in the patent should be translated into Russian in one way.

E. g “relates to, pertains to, concerns, deals with, provides, lies in the field of, etc.” – “относится к”

6) It is preferable to use attributive and absolute participial constructions, emphatic inversions in grammar:

E. g “*Passing through each central part of the coiled water tubes 14 and 14*’ a motor-driven horizontal pipe 18 *is* rotatably *mounted* in the casing. – *По оси каждой из змеевиковых водных труб 14 и 14’ установлена* горизонтальная вращающаяся труба 18.

To conclude, a translator should understand which sphere of scientific knowledge a patent belongs to. Next, they should know some details while translating a patent.

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PECULIARITIES OF USING LEXIS WITH THE SEMANTICS OF SMELL IN UKRAINIAN PUBLICISTIC STYLE AND ITS TRANSLATION PROPERTIES

Lexis with the semantics of smell is a pattern of study and examination by numerous scholars not only from cultural but also from linguistic and translational point of view.

The topicality of research concerning the translation peculiarities of lexis with the semantics of smell can be explained by the fact that this subject is not examined properly yet and that is why attracts attention from the point of cultural aspect of usage, anthropogenic influence on its formation and problems of translation of such lexis. We can stand out some foreign and domestic scholars who studied this lexis: N.A. Arvat, O.A. Selemneva, A.B. Drobotun, O. N. Grygoriev, I.A. Kotenev and others. Moreover, according to the examined works, we found that there is no concise and sole definition of lexis with the semantics of smell. Thus we consider offering the following definition: lexis with the semantics of smell is presented by words and phrases which has the seme with the meaning of smell; it was formed in the course of cultural and historical changes, anthropological influence and it serves to characterize and describe the person, the nature, events and different things.

In our research we used the works of such scholars as E.V. Geiko, L.M.Vasyliev, N.A. Pavlova, Sun Hueytsze and others. Therefore we can mark out such types of the lexis with the semantics of smell as lexis of "smell perception", lexis of "smell-property" and also the smell of nature, human, food and drinks, civilization, abstract smells and others, and the morphological type.

In the course of translation a translator can face some problems. It can be cultural illiteracy which influences greatly the original text especially in terms of the lexis examined in our research and accordingly the influences significantly the text of translation; or it can be lexical, semantic or grammatical problems. The translator should avoid calquing and usage of translator's false friends. He or she during the translation should preserve the style of the text, the main idea. The lexis used in the text should be translated adequately.

According to the research made and the range of problems of the subject we can identify some major ways of translation of the lexis with the semantics of smell: lexical, grammatical and lexico-semantic ways.

The use of the odorative lexis in the publicistic discourse is based on the role of the author whose speech is directed to the reader. Thus we can say that odorative lexis helps to enhance and improve the language.

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DIEWIDERSPIEGELUNG DER ZEIT UND DES RAUMS IN DER PHRASEOLOGIE DER DEUTSCHEN SPRACHE: DER LINGUOKULTUROLOGISCHE ASPEKT

Die moderne Linguistik ist durch besondere Aufmerksamkeit zum Problem der Wechselbeziehungen der Sprache und der Kultur gekennzeichnet. Damit befasst sich Linguokulturologie, diedie gegenseitigen

Zusammenhänge zwischen der Sprache und Kultur im Prozess ihrer Entwicklung untersucht und das sprachliche Weltbild, die Erforschung der kulturellen Zeichensemantik, Wege, mithilfe deren die Sprache die Kultur verbildlicht, transformiert und behält, berücksichtigt.

Die Kultur, die als mentales Gedächtnis des Volks, die Gesamtheit aller von Menschen geschaffener geistiger und materieller Werte angesehen wird, ist aufs engste mit der Sprache verbunden, in der sie aufbewahrt und verbalisiert ist[2]. Das hängt damit zusammen, dass die Sprache der Spiegel der Kultur ist, in dem das Bewusstsein des Volks, seine Mentalität, das System der Werte widerspiegelt sind.In den Sprichwörtern, Redensarten und Phraseologismen ist die kulturell-bedeutsame Information versteckt und kann nur indirekt gezogen werden, obwohl sie auf der Unterbewusstseinsebene existiert und funktioniert. Die Welt betrachtet man unter dem Gesichtswinkel der Kultur und der Sprache des Volkes, der diese Welt anschaut.

Dieser enge Zusammenhang zwischen der Sprache und Kultur kann man am Beispiel der Phraseologismen mit der zeitlichen und räumlichen Semantik verdeutlichen. Die Zeit und der Raum fungieren in ihrer Einigung als universelle, vollständige Organisationsformen aller Vielfalt der unendlichen Welt und gehören zu den wichtigsten philosophischen Kategorien, deshalb bekommen sie eine entsprechende Abbildung in der Sprache, denn die Sprache ist nicht nur für die Beschreibung der umgebenden Wirklichkeit zuständig, sondern stellt Ergebnis der in der sprachlichen Form ausgedrückten Weltkonzeptualisierung dar. Dabei ist der Mensch einerseits durch den Raum und die Zeit bestimmt und in sie eingebunden, andererseits bestimmend, wenn er sich selbst als ein Bezugspunkt für räumliche und zeitliche Relationen setzt [8, S. 102]. Die Konzepte "ZEIT" und "RAUM" sind "Universalien der Menschheit" [4,S. 95], weil sie bestimmte Vorstellungen über die Welt zum Ausdruck bringen und eine wichtige Rolle bei der Konkretisierung der universellen Verhältnisse jeder Sache mit der Welt spielen.

Die Besonderheit der deutschen Sprache besteht darin, dass die Kategorie der Zeit in den Sprichwörtern am häufigsten durch lexikalische Mittel zum Ausdruck kommt. Das heißt, die Sprichwörter beinhalten solche Komponente wie z. B. "Zeit", "Stunde", "Moment", Zeitabstände (*Tag, Abend, Nacht, später, früh*) [1, S. 299]usw: *Morgenstunde hat Gold im Munde*, *Über Nacht kommt guter Rat*, *Zeit und Stundewartennicht*. Eine der markantesten Besonderheiten der deutschen Sprache besteht darin, dass die Kategorie der Zeit antropomorph ist, das heißt dem Menschen ähnlich ist, beispielsweise, *Die Zeit heilt alle Wunden*;*Zeit bringt Rosen*.Die mentale Repräsentation des Raumes ist dreidimensional, topologisch, im Unterschied zur sprachlichen Repräsentation des Raums, die geordnete eindimensionale Ketten diskreter Elemente darstellt[7, S. 187].

Zusammenfassend bekommen die Zeit und der Raum als wichtigste Elemente des kulturell-historischen Gehalts eine entsprechende Abbildung im phraseologischen Bestand der deutschen Sprache. Mithilfe der konzeptuellen Analyse wurden folgende Oppositionen inmitten des Konzepts "RAUM" ausgesondert:"oben – unten"(*obenauf kommen –j-m etw. unter die Nase reiben)*; "vorn – hinten" (*nicht wissen, wo vorne und hinten ist)*; "links – rechts" (*zwei linke Hände haben – nicht mehr wissen, was rechts und was links ist*); "nah – fern" (e*s ist nur ein Katzensprung (dahin)–so weit das Auge reicht*), "Zentrum – Peripherie".Die Opposition "*oben – unten*" ist mit Mythen über zwei Seiten einer Handlung, einer Erscheinung verbunden. DiephraseologischenEinheitenmitdemSem"*oben"*drücken immer Vorrecht, Privilegien aus, während die phraseologischen Einheiten mit dem Element "unten" die Konnotationen der Demütigung, Erniedrigung haben. Die Gegenüberstellung "*links – rechts"* ist von außerordentlicher Bedeutung, denn sie ist ins System der Rechtsverhältnisse inkorporiert.

Das Konzept "ZEIT", die mithilfe der Begriffe "Pünktlichkeit", "Planung", "Organisation" realisiert wird, gehört zum Schlüsselelement der deutschen Kultur, das in den Sprichwörtern zum Ausdruck kommt: *"Der kluge Mann baut vor"*, "*Was zu rechten Zeit kommt, ist am wertesten*", "*Wer nicht kommt zur rechten Zeit, der muss nehmen, was übrig bleibt*", "*Frische Fische – gute Fische"*. Inmitten des Konzepts "ZEIT" unterscheidet man folgende Gegenüberstellungen: "spät – früh" (*auf den letzten Drucker – in aller Herrgottfrühe*), "vor langer Zeit – neulich" (*eine Ewigkeit lang – hier und jetzt*), "dauerhaft – kurzfristig" (*ewig und drei Tage – auf einen Husch*).

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THE WAYS OF RENDERING MODAL VERB "CAN"

Modal verbs belong to a specific group of verbs. They are used to express the attitude of speaker towards the matter of the utterance. We also use them with other verbs. Modal verbs are called incomplete.

The modal verb "can" has the posterior forms: "can", is also used in the present tense and "could", is also used in the past tense. Modal verb "could" is used in two cases: a) as a form of the Indicative Mood in past-time contexts; b) to express unreal actions in resent-time contexts.

When we speak about the main meaning of the verb CAN, some scientists use the words "possibility and ability", others speak about "mental and physical ability", others still say "ability, skill, power, and opportunity". But we will check the most common meanings of this verb.

So, the modal verbs can/could have the following meanings:

1) Ability and capability. I can imagine how beautiful she is – Я можу уявити наскільки вона гарна. I could speak Arabic when I was a kid. – Коли я був дитиною, я міг говорити по-арабськи. In this case the modal verb "can/could" has been translated with the help of modal verbs "можу/міг"? which are lexico-grammatical means of expressing modality.

2) Possibility due to circumstances. You can see him at the supermarket now – Ти можеш зустріти його в супермаркеті зараз. If I had more time, I could travel around the world. – Якби у мене було більше часу, я міг би здійснити кругосвітню подорож.

In this case the modal verb "can" has been translated with the help of modal verb "можеш", but in the second sentence we can see that it has been translated also with the help of participle "би", which is lexical means of expressing modality.

3) Permission. You can water the trees in the back garden – Ти можеш полити дерева в саду за будинком. She said that I could use her hair dryer.- Вона сказала, що я могла б скористовуватися її феном.

In this case the modal verb "can" has been translated with the help of modal verb "можеш", but in the second sentence we can see that participle "б" has been also added.

4) Improbability. He can't have been at work all this time. – Він не міг бути на роботі весь цей час. Rachel couldn't be telling lies. – Невже Рейчел збрехала?

In this case the modal verb "can" was translated with the help of modal verb "міг", but we can see that the second sentence was translated with the help of particle "невже".

To conclude we should say that while rendering the meanings of the verb CAN we use both lexical and lexico-grammatical means in the Ukrainian language.

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TRANSLATION OF JURIDICAL TERMS

While exploring juridical terminology we have to define the unit of the terminological system. In this thesis we are going to determine a term as a word or a word combination belonging to the specific area of usage, either specially established or borrowed for determining a specific concept and based on a definition. In that way, a juridical term is a word or a word combination which stands for a common name of a legal concept, has a specific and definite meaning, and is often used in legislation and legal documents.

Contemporary language of law makes several requirements relating to juridical terms that should be taken into consideration in the process of translating. The legal term should meet the following important requirements:

1) satisfy the rules and norms of a corresponding language,
2) be systematic,
3) correspond to a certain definition oriented to a certain concept,
4) be relatively independent of the context,
5) be precise,
6) be as concise as possible,
7) aim at one-to-one correspondence within the certain terminological system,
8) be expressively neutral.

Faced with a legal text to translate, a translator of legal documents must deal with the dual challenge of language and law, which he or she must reproduce as correctly as possible in the target language. This complex procedure of transferring from one language to another involves a number of risks inherent in language. That is why it is rather difficult to transfer the entire message of the source text from one language to another. Legal translation requires reproducing both form and content of the legal text. The later also implies transferring text from one legal system to another. Therefore, legal translating is subject to various difficulties of transferring a meaning of a legal term and a translator must strive for a functional equivalence.

While translating it is important to know the juridical terminology in both languages. The substitution of a juridical term of the source text by its synonym (a word of common usage) in the target language may result in misinterpretation in terms of law. The distortion of a meaning of a law term may influence upon legal consequences.

For example, the juridical phrase "the party domiciled abroad" is not equal to its Ukrainian translation «іноземна сторона» or «сторона, що проживає за кордоном». The correct way to express the same meaning in Ukrainian juridical terminology will be « сторона, доміцилююча за кордоном ».

So, inadequate translation obviously may influence on the objective evaluation of legal facts. That is why the main goal of the translator to make the adequate translation of the text.

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LINGUOCULTURAL PROTOTYPE OF A “MAN” IN MODERN RUSSIAN POP CULTURE

An image of the Russian man has been changing significantly since the end of the 1990s. Nowadays the mainstream of the Russian culture is represented by a popular, mass one. Having significant amount of resources to influence people’s conscience, mass culture based on stereotyped thinking can easily manipulate women and men’s conception about the fact how they should behave. Thus, human’s life diversity and complexity is being reduced to the minor number of simple schemes. Today gender interrelation problems, discussions about men’s and women’s roles often become a subject of pop songs. Therefore, the men’s images created by pop music not only reflect people’s ideas about themselves, their real relations. Cultural representations also offer the range of examples to imitate, patterns of “correct” / “incorrect”, “successful” / “unsuccessful” masculinity.

When we come across men’s characters on TV screens or in popular songs, we should not forget about two sides of representation. On the one hand, any cultural prototype reflects people’s real visions about a man and in this sense it is correlated with the life. But on the other hand, there is the law of the genre, mode that changes these visions significantly. It is the mode that is used as a prism through which the mass culture interprets real problems.

Linguocultural personality type is seen to be the relevant tool to evaluate the image of a man in the modern pop culture. Nowadays the linguocultural prototype theory is one of the actively developing tendencies in linguistics, as modern linguistics has accumulated a substantial amount of information concerning cultural concepts and lingual personality. However, there are no researches focused on the lingual personality types that influence linguoculture development; that is to say, there is no developed theory of the linguocultural prototype.

While modeling a linguocultural prototype we rely on the fact that it constitutes a type of concept, and, therefore, it assumes interpreting from the conceptual, evaluative and figurative sides. The theoretical base of such a modeling is given in the researches by Karasik V.I [1, 3] and Dmitrieva O.A. [2, 3].

The public poll and analysis of lyrics, that describes and disposes the main point of a man in one way or another, showed that the basis of the linguocultural prototype of a man" involves the following characteristics:

1. Sex: male. A man is a person of the male sex, one of two sexes inside of the kind of people, also it is an adult man (unlike a boy, youth), a person loved by women.
2. Age: young, 25-35 years old.
3. Appearance: 180 cm height, medium build, athletic, neat, with slight bristle, and with dark hair of fashion style. He wears sunglasses, smiles slightly and a bit impudently, has snow-white teeth, calm blue eyes with bright gleam (he is sure that all girls are looking at him with delight). He is dressed in a skin-tight light t-shirt, slim-feet jeans of the latest fashion. There is always a watch of the most expensive trademark on the left wrist. As to the shoes he prefers modern moccasins. He wears a stylish leathern messenger bag (a male bag that looks like a postman bag but of a smaller size). There is usually a pack of cigarettes Parliament, a wallet, and house and car keys in the messenger. Form such a man you always feel the smell of expensive perfume.
4. Intellectual and spiritual characteristics: He is quite intelligent, but far from scientific work. His mental capabilities are quite enough to charm almost any girl. But his spiritual world is poor, he reads neither fiction nor scientific literature, and, in fact, he does not feel the need in it. He does not go to the theaters and museums. At most he can go to the expensive cinema.
5. Habits: He smokes quite a lot, rarely drinks beer, but mainly alcohol drinks of the superior quality. He is not pernickety about his food, but he will not eat whatever food. He does not eat semi-finished food, he likes freshly cooked one. He often eats out in expensive restaurants. At home he

always has a bar with for all tastes alcohol drinks of high quality. As to non-alcoholic drinks he prefers freshly brewed coffee or loose leaf tea of premium quality. He listens to modern music (mostly club music). He is always aware of the world news that he reads in web.

6. Inner circle and lifestyle: He spends the biggest part of his time at work (perhaps, it is some kind of business), at weekends he rests and devotes time to himself (shopping, manicure, pedicure, barber shop). He likes having a good rest, hanging out together with the friends in an expensive club. He is not married (as at his 25-30 age he has not tired of the joyful life yet), but he is rarely alone, always has somebody to spend free time with. He has active way of life and he is interested in women. In his inner circle you always can meet interesting people not of the ordinary appearance. His flat is spacious, designed in a modern style. There is nothing unnecessary. He watches TV seldom; in the evening after the work he can watch some film on CD. He usually does not have any pets.

7. Language: His language is not rich of terms. While communicating with people of different social status he never uses a certain tone, it is between the irony and sarcasm. He is always calm and feels certain while speaking. His voice is middle, closer to a low one.

Thus, a figurative side of the linguocultural prototype is developed on the basis of the exaggerated characteristics.

In order to reveal a valuable component of the linguocultural personality type we have analyzed lyrics of the songs with evaluative content that assesses and describes a man in one way or another.

It is necessary to highlight that despite the fact that in some songs the man calls negative feelings, nevertheless, his image includes more positive than negative traits. It depends on who is an author of the lyric: a man or a woman. The perfect example of the negative man's image evaluation is songs by Irina Dubtsova, who is an author of the lyrics. In her works we meet an image of a scoundrel, villain and deceiver: "Look what's happened with me. I've survived but I'm empty and hollow". A man is a shore for her which she is reaching. However, this shore is getting further and further from her. This man plays with her, and there are a lot of lie and falseness in this game. For his sake she has given herself, her soul, and he has just broken this love. Nevertheless, the man's image in her songs can not be evaluated only negatively. In spite of the above-listed, the singer sings: "I'll love you to the last day… Keep lying, betraying, leaving, killing me… I'll forgive you." The man who broke her heart remains beloved for her forever.

On the whole, the positive evaluation is given to such man's characteristics as tenderness, caress, kindness, trustworthiness, understanding, care, intelligence, strength, courage, passion.

Thus, the linguocultural prototype of a "man" is a an image of a person that is easy to recognize, it has main characteristics such as natural beauty, education, high income level, interest in women, it uses knowledge and skills in order to charm beautiful girls. For Russian native speakers these characteristics are predominant and they form the figurative component of the given linguocultural prototype. In the modern popular songs the major evaluations of the man’s image are marked positively.

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¿HABLAMOS EL ESPAÑOL, EL CASTELLANO U ALGO OTRO?

Como se sabe, el idioma español pertenece al grupo de las lenguas romances de la familia indoeuropea.Es el más difundido y reconocido comoestatal en 21 países del mundo, es una de las seis lenguas de trabajo de las Naciones Unidas y es nativa para unos 400 millones de personas en todo el mundo.

Al proceso de la formación de una lengua común española influyeron el árabe, inglés, italiano, francés y alemán entre otros. Hoy en día existe un dialecto estatal–el castellano, por eso los españoles de España a menudo llaman su idioma“el castellano”. Sin embargo, se cree que no existeel único castellano. La lengua de España tiene “muchas caras” y suena de manera diferente en las regionesdistintas, dónde se habla español. Hay que notar que los españoles en España representan sólo tres cuartas partes de la población, ya que debido a las peculiaridades históricas, en este país se formaron cuatro pueblos diferentes: los españoles, catalanes, gallegos y vascos. Cadaunotiene sus propias tradiciones, cultura y la lengua nacional respectivamente. Así, en España actual hablan cuatro idiomas: el castellano, el catalán, el gallego y el euskera (o vasco). Además, hay varios dialectos del español – el andalúz, el de Aragón y Navarra, el asturiano.

Especialmente hay que subrayar las diferencias fonéticas, léxicas y gramaticalesentre la lengua española de España y sus varianteslatinoamericanas. Por ejemplo, en fonética el "ceceo/seseo"(*chapusa, siensia*) o la transformación de "s" final en "h" fricativo (*lah cosah*en vez de*las cosas, cáhcara*en vez de*cáscara)*. En el área lexical se observan los indigenismos, africanismos, anglicismos y americanismos(por ejemplo, *guachemán – watchman, hamburguesa, boss, blog*) o las formas lexicales puramente latinoamericanas llamadas regionalismos(*mex. padre "круто", chil. huevón "чувак", colomb. chevere "классно", arg. frutilla "клубника", arg. "banana", Venezuela "cambur", "abrigo" – chaqueta, "polover " – camiseta, "carro" – coche, "puro" – cigarros,* etc). En gramática de la lengua de América Latínase notan la ausencia de la forma verbal en "vosotros" que está sustituida por "ustedes" o el "voseo" (*vos hablás, vos tenés*).

La popularidad de la lengua española se explica por su modo de ser uno de los lenguajes más simples y fáciles para el aprendizaje. El dominio de español permite juntarse a la rica cultura española.

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PARTICULARIDADES DE ESPAÑOL EN AMÉRICA LATINA

La lengua española en América Latina tiene sus particularidades. Examinamos las más destacadas de ellas porque en cada país hispano la variante de español se difiere de la lengua de los países limítrofes. Así, en el libro "El Español de América" de John M. Lipski, se dedican 19 capítulos a ese fenómeno en varios países del habla hispana. Se sabe que los conquistadores españoles llegaron a América Latina al final del siglo XV. Muchos de ellos eran andaluces. Por eso el español de los países latinoamericanos se parece al dialecto andaluz. Los colonizadores empezaron a propagar el español en la conquista pero las lenguas locales indias influyeron en él. Las palabras que entraron en el español "indio" se llaman indigenismos. Ante todo éstas son las palabras referentes a los enseres domésticos, los nombres de los animales, las plantas, las palabras relacionadas con las costumbres y creencias de las tribus indias: chocolate, maíz, patata, tobaco. Algunas palabras llegaron a otras lenguas. Desde el principio los conquistadores tropezaron con flora y fauna desconocida que se diferenciaron de las de los países natales. Para nombrar las cosas desconocidas, los nativos usaban los medios del español intentando encontrar algo parecido a lo nuevo y lo habitual. Las palabras en América Latina tienen un significado diferente que en España, es decir, se transforman sus significados. La palabra taimado en España significa "хитрый, изворотливый", y en Chile – "упертый". Se observan particularidades según los 3 grupos: léxicas, morfosintácticas y fonéticas. Léxicas: las palabras diferentes que hay en España y América Latina tienen el mismo significado: Platicar (América Latina) – charlar (España). Carro (coche), Boleto (billete), Manejar (conducir), Lentes (gafas). Las palabras utilizadas ampliamente en América Latina, en España se consideran arcaísmos: Recordar (despertar), Prieto (negro), Frazada (manta).

Los préstamos del inglés o palabras que han surgido bajo la influencia de inglés en América Latina: Rentar (alquilar), Bife (chuleta). Los préstamos de las lenguas indias: Canoa, cacique, hule. Las particularidades morfosintácticas: "Voseo" (el uso de "vos" en vez de "tú"), por ejemplo: vos cantás (tú cantas), vos partís (tú partes), vos sos (tú eres), vení (ven). El fenómeno del "voseo" existía en España en la Edad Media. La forma "vos" se consideraba más formal y respetuosa que la forma "tú". La conversión de "tú" tenía la naturaleza despectiva. Cuando surgió la forma respetuosa de dirigirse "vuestra merced" ("Ваша милость"), que luego se cambió en vuesa merced-vusted-usted, las formas "vos" y "tú" comenzaron a utilizarse en el mismo sentido. En España, la forma "tú" (tuteo) difundía y la forma "vos" desaparecía, pero en gran parte de América Latina sigue difundida la forma "vos" y no "tú".

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THE PROBLEM OF CLASSIFYING AND TRANSLATING REALIAS

Realia is a name of artifacts which is unique for certain nations and peoples, the facts of history, government institutions, the names of national and folk heroes, mythological creatures. (G.D Tomahin).

Today researchers have proposed various classifications of realias, based on various principles. Realias comprise the stock of lexical units that transmit researched background information.

V.V. Vinogradov divided realias into several thematic groups:

1. Vocabulary calling domestic realias (Kilt- pleated skirt);
2. Vocabulary calling ethnographic and mythological realias (Russian "Богородица" – English "Ave Maria");
3. Vocabulary calling the realias of the natural world (Russian «заяц косой» – English «a hare could»);
4. Vocabulary calling the realias of state- administrative structure and social life (Blues and Royals- British army regiment);
5. Vocabulary calling onomastic realias (Wild West Show – circus of the Wild West);

6. Vocabulary reflecting the realias of the associative (Russian «золотой венец из камениев самоцветных» – English «a golden crown set with precious stones»)

L.S. Barhudarov identified the following types of realias:

1. Proper names, place names , names of institutions , organizations , newspapers , etc., do not have continuing relevance in the vocabulary of another language (Snowdon- mountain in Wales).

2. Real words denoting objects, concepts, and situations that do not exist in the practical experience of people who speak another language ("muffin" is the kind of cake in England)

3. Random gaps – vocabulary units of a language, which for some reasons do not match with the vocabulary of another language".

There is firmly established thematic method of grouping realias in linguistic.

The main types of transferring realias is:

1. Transcription (Russian "пельмени" and English «pelmens»)

2. Transliteration (Russian "сарафан" and English «sarafan», English «London» and Russian "Лондон").

3. Translation ("Извините, но мы не можем подать Вам ни консоме, ни профитроли, ни фльоранси. У нас нет итальянской кухни» – « I'm sorry, but we don't have the dishes you have ordered »)

So, after considering different points of view on the classification of word realias, we can conclude that in the subject literature is firmly established method of grouping realias thematically. Realias are words with strong national characteristics, and they are difficulty conveyed.

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LEGAL DISCOURCE

There is no clear and generally accepted definition of "discourse".

Discourse is an interactive activity of the participants of communication, interchange of information, usage of different communication strategies, and their verbal and nonverbal realization in communication practice. In modern linguistics, the term "discourse" is close in meaning to the notion "text".

A.I. Varshavskaya gives the notion "discourse of the text", saying that discourse is a process of linguistic thought, and text – is a result or product of this process. V.V. Bogdanov says that speech and text are two aspects of discourse. Discourse – is all that is said and written, in other words, it is speech activity. And the text in the narrow sense – is a language material, which fix on a material object with the help of script.

T.A. van Dijk notes that "discourse" – is a pronounced text, and "text" – is abstract grammatical structure of spoken.

Business discourse – is a system of genres that is relevant in communication between specialists in the field of management, marketing, economics, trade, business, etc.

Legal discourse – is a legal text in the dynamics, in the process of interpretation and explanation.

Text of legal documents – is the main component of legal discourse. Legal text has similar features with both the scientific text and text of instructions as it has informative and prescriptive functions. Laws, including the Basic Law (Constitution), as well as all regulations have such communication tasks. They regulate the relations between people in society within a country.

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L'AMBIGUITE COMME LE PROBLEME PRINCIPALE DE LA TRADUCTION AUTOMATIQUE

L'expression «traduction automatique» désigne au sens strict la traduction d'un texte (ou d'une conversation audio, en direct ou en différé) faite entièrement grâce à un ou plusieurs programmes informatiques, sans qu'un traducteur humain n'ait à intervenir. Qu'il s'agisse de comprendre, de traduire ou de résumer un texte, la machine, comme l'humaine, commence par l'analyse morpho-syntaxique généralement employée en traduction automatique (TA), ainsi que le problème de divergence des structures syntaxiques (p. ex. le cas français-anglais).

De point de vue linguistique, il est intérêssant d'étudier les problèmes qui sont liés avec la traduction automatique.

L'ambuguïté est le problème principale de la traduction automatique. Deux types d'ambiguité sont possibles au niveau du mot: l'ambuguïté lexicale et l'ambiguité morphologique. L'ambuguïté morphologique se produit lorsqu'un mot peut appartenir à plusieurs catégories grammaticales. Par exemple, le mot est morphologiquement ambigu car il peut être un nom, un verbe, un adjectif ou un adverbe.

La question de la référence (rapport entre le texte et la part non linguistique de la pratique où il est produit et interprété) est une question d'interprétation qui suppose par définition une interprétation cognitive. Les pronoms refèrent ainsi à certains mots ou antécédents qui ne sont pas toujours clairs sans connaissance du monde. La traduction automatique est effectuée phase par phase et les référents peuvent se situer hors d'une phrase particulière.

Les ambuguïtés lexicales et morphologiques nuisent à la traduction automatique car le système doit tenir compte de plusiuers facteurs dans la traduction d'un mot. Dans certains cas, le système informatique doit trancher entre deux ou plusieurs traductions possibles et ce, de façon quasi-arbitraire.

Il existe asymétrie des langues lorsqu'un seul mot représente un concept dans une langue source et que ce concept est présenté par plusieurs mots dans la langue cible. L'asymétrie des langues cause problème lors du transfert. Par exemple, un système de traduction automatique aurait de la difficulté à traduire le mot anglais river en français car ce mot peut se traduire par rivière ou fleuve dépendant du contexte.

Les problèmes se produisent lors de l'analyse du texte en langue source. La difficulté de la traduction automatique est doublée puisqu'il y a ambuguïté lors du transfer du texte source en langue cible. Le système doit trouver un équivalent pour chaque mot.

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WAYS OF CONVEYING THE MEANING OF SUBJECTIVE MODALITY

According to the linguist, Ilko V. Korunets', the relation of content to reality expressed by subjective modality is viewed upon as hypothetical. The speaker considers the event or action mentioned as likely or unlikely to take place. In this work a novel «The Painted Veil»is used to analyze the ways of conveying the meaning of subjective modality. Firstly, some modals express supposition, assumption, presumability. They present the attitude of the speaker to an event or action. For example:

- «If the future was so vague it meant **maybe** that she was destined never to see it».-«Если будущее было настолько туманным **возможно** это значило, что ей было вовсе не суждено увидеть это».

In this sentence we can observe the subjective modality expressed with the help of modal adverb **maybe** being lexical means of expressing modality. It has been translated into Ukrainian with the help of modal adverb **возможно** also being lexical means of expressing modality.

Semantically close to the above-cited are English modal words and expressions whose meaning is predetermined by the contextual environment.

- «I don't know how he can **actually** prove that we were together in that room».-«Я не знаю как он **на самом деле** докажет, что мы были вместе в той комнате».

In this sentence we can observe the subjective modality expressed with the help of modal word **actually** being lexical means of expressing modality. It has been translated into Ukrainian with the help of parenthetical phrase **на самом деле** also being lexical means of expressing modality.

A separate large group constitutes modal words and expressions, parenthetical words and phrases expressing general assessment of a statement. These lexical units clearly point to the subjective evaluation of the action or event by the speaker.

- «If it had been you **certainly** couldn't have made your way home this morning».-«Если бы это было так ты бы, **безусловно**, не смог поехать домой этим утром».

In this sentence we can observe the subjective modality expressed with the help of parenthetical word **certainly** being lexical means of expressing modality. It has been translated into Ukrainian with the help of modal word **безусловно** also being lexical means of expressing modality.

In conclusion, we can see that the subjective modality in English and Ukrainian is expressed with the help of common means.

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THE PECULIARITIES OF THE TERMS TRANSLATION

Every year more and more terms are appearing in business sphere. So professional vocabulary is the bulk of linguistic stock, it is completely clear that linguists give special preference to the research of structural and semantic characteristics of the term. The linguists like G.O. Vinokur, A. A. Reformatsky, O.S. Akhmanova, V.P. Danilenko, N.Z. Kotelova, S. V. Hrynyev have been interested to study the structural and semantic potential of term and its word creative paradigm. According to O.S. Akhmanova we should know that the term is a phrase or word (business, scientific or technical) of specific language , which was created in order to accurately express the special concept of special items .

The term-phrases are more than just terms, in this case they are also a major problem in the translation of economic texts. The most important feature of the term -phrase is its reproducibility in the professional field of use for the expression of a particular special concept. So we should find out how to translate the term properly. A.Y. Kovalenko identifies two stages in the translation of the term:

1) the first – a clarification of the term in context , the second

2) a translation value by native language.

According to the structure A.Y. Kovalenko divided all terms into:

1) Simple terms that consist of one word : price- ціна;

2) The complex terms that consist of two words and should be written together or hyphenated: stand-attendant – стендист;

3) Time – phrases which consist of several components: motor vessel – теплохід.

There are different methods of translation of the terms , for example:

Description – the transfer of the words with common explanation of the English word . For example: accrual right – право на витягнення доходу; account – несплачена боргова вимога;

Loan translation (calque) – the translation of the English word or phrase for its parts, followed by assembly of these parts. This translation recreates English word literally . For example: multiple accredit – множинне акредитування ;

Method of transcription – translation of the letters of the word with the help of sounding words. This method is often used to translate different companies and institutions in business area. For example: Special Systems Industry – Спешіал Системс Індастрі; management – менеджмент.

In recent years the concept of term is very common and scientists pay considerable attention to solving the problems of its translation. I guess that this issue is relevant because now the terminology occupies a prominent position in modern linguistics, this is also evidenced by numerous publications, including specialized dictionaries.

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DISCOURSE AND ITS NATURE

The problem is connected with an abuse of a term “discourse” and a frequent use of it in many publications for no reason. It denotes or replaces such words as text, style, theme, context, speech, talk, language thereby narrowing its original sense. Although there are many approaches to define discourse, the inner form of the word preserves somehow its real meaning. The Latin word was originally limited by such semes of actions as running (in different directions) or bidirectional special attack forces, which aim to isolate the part of the enemy forces from each other (pincer movement) [1]. A meaning and a validity of a term “Discource” is widely discussed by such authors as D. Arnason, O.S. Akhmanova, N.F. Alefirenko, N.D. Arutuynova, E. Benveniste, V.B. Burbelo, Van Dijk, L. Deyneko, M.J. Dymarskii, M. Foucault, V.I. Karasik, A.A. Kibrik, E.F. Kirov, V.P. Konetskaya, E.A. Kozhemyakin, E.S. Kubryakova, V.V. Krasnikh, G.N. Manaenko, O.I. Morohovsky, E.V. Pereverzev, O.G. Revzin, E.I. Pocheptsov, E.I. Sheigal, K.S. Serazhim, P. Serio, G.G. Slyshkin, I.S. Shevchenko, S. Stembruk, U.S. Stepanov, Ts. Todorov.

In order to understand the nature of such a complex phenomenon we tried to distinguish the main characteristics of the phenomenon, such as:

1. Intangible elements: extra-linguistic factors [2, 8] (a speaker's point of view, his philosophy, psychological factors, life experience, knowledge, his strategy and the purpose of a conversation, mentality, culture, the unconscious, historical events, ideology, communicative situation) (sense of a discourse).

2. Verbalized constructions: a text or a speech (form of a discourse) [3].

3. Special relations between these elements which are often explained by two main approaches (formal and functional) to the definition of discourse.

The first two components are well-defined, however the relations between them are not clear enough. A verbalized construction is considered by different authors as:

A part of a combination (a mental process plus verbalized construction)

- an integral part of a discourse;
- a result of a mentality process;
- a result of a discourse;
- an instrument to form discourse.

However, all these ideas do not reveal fully the relations between a verbalized construction and its intangible elements. They do not describe the position of a text or speech within the discourse.

The list of such features as dialogueness, continuity, dialectic character of a discourse and even its existence as an empirical part of reality is also a subject to argue about. So the nature of the phenomenon is not determined thoroughly and demands explanation.

Furthermore, the discourse takes place in a communicative situation or in the text. The dialogical character does not obligatory involves two persons (an addresser and addressee) at the same time, it means the relevance and importance of an issue expressed with the help of words to these two or more participants. It also means the need to construct a special reality, find the right way of understanding the issue or cultivate some ideology to another people. Thus discourse arises when somebody percepts another person's notion and forms his own attitude to it. Continuity is presented in discourse when the thoughts are expressing with the help of a text or speech. The cognitive mental process can not be static and it takes time. Dialectic character of a discourse refers to several points. The first one deals with the human. On the one hand, extra-linguistic factors mentioned above, can influence the way a person things and the way he expresses his thoughts. On the other hand discourse is a power that changes perception to a greater or a lesser extent. The second deals with the language which can both reveal someone's thought in a concrete way, and reveal some other sides of a problem by its tools. So, both linguistic and extra-linguistic factors influence the way discourse flows and at the same time may change them in response.

To conclude it is necessary to point out the following:

– Discourse is a mental process which correlates with the strategy of an addresser. It is characterized by continuity;

– Discourse determines and is determined by extra-linguistic factors, thus it is constantly developing. It has a dialectic character;

– Discourse strives to construct a special reality with the help of its speech or text. Discourse is formed into a special verbalized structure in accordance with the strategy. So, discourse is a tool and a result at the same time;

– Discourse is directed to an addressee (to another person, to the addresser himself or to many people for whom the issues reflected in the text are interesting and important) which means dialogueness.

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PRÉSTAMOS DEL INGLÉS EN EL ESPAÑOL

Como se sabe, los préstamos ocupan un lugar muy importante en cualquier idioma. En el idioma español se encuentra una gran cantidad de préstamos tanto léxicos como gramaticales, que provienen del inglés, es decir, los anglicismos. En cuanto a su característica, se puede dividirlos en unos grupos, a saber:

1). Los anglicismos "crudos". Estos préstamosguardansu grafía y pronunciación inglesas, por ejemplo: Crack, béisbol, mountain biking, golf, spot.

2). Los anglicismos en período de aclimatación. Se trata de los préstamos que se han adaptando a las normas ortográficas y las de la pronunciación españolas,por ejemplo: fútbol, hip hop, chat, graffiti, aerobic.

3). Los anglicismos totalmente asimilados. Son palabras que se han incorporado completamente en el idioma español, por ejemplo: póquer, hotel, episodio, dogo, camping.

4). Los calcos. En este casotenemos unas adaptaciones a los conceptos no reconocidos o desconocidos en la lengua receptora, por ejemplo: Hamburguesa (tipo de bocadillo), Jamón york (tipo de jamón cocido), autocar (vehículo para transpoter público), nylon (textil sintético).

La mayoría de anglicismos la presentan las esferas referidas a Internet: deporte, publicidad, moda. Para poder naufragar por el ciberespacio hay que dominar el idioma inglés que es el portador de una buena parte de la información de la Red. Además se observaun desarrollo tecnológico creciente que también apela al inglés. La presencia de anglicismos en estaárea léxica es mucho más dinámica y los términos se adaptan a la estructura léxica de la lengua receptora o bien pueden utilizarse como anglicismos crudos. Se trata de conceptos técnicos, que definen o nombranunas realidades nuevas no existentes en la lengua receptora o que no se puedetraducir fácilmente. Los encontramos entre los verbos nuevos tales como: *chatear (comunicarse en chat), dopar (dar a un deportistaproductos estimulantes),handicapar(privar de algo que es necesario o pertenece por naturaleza a una cosa o persona, limitando así sus posibilidades).*Estos verbos surgen de la fusión de una base inglesa con una terminación verbal española que en todos los casos es de la primera conjugación, terminada en –ar. También hay muchos ejemplos de anglicismos en la esfera económica, por ejemplo:*bonus,autoservicio, boom, cartel, estand, know-how, marketing, royalty*,etc. En los asuntos políticos y sociales encontramos a menudo *apartheid,boy-scout,esnob(snob), fan,gángster*entre otros.

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LINGUACULTURAL FEATURES OF PUBLICISTIC METAPHOR AND THE PROBLEM OF ITS TRANSLATION FROM ENGLISH INTO THE NATIVE LANGUAGE

Discourse – is a complex phenomenon interim order between dialogue, speech communication, on the one hand, and the anchor text on the other.

Newspaper discourse. In it there is a gap in space and time for the author and the reader. Unlike oral communication, it expanded more complete, used many arguments. As is written (printed) form, the selection of words, structures occurs under the laws written (printed) communication. Special attention is paid not only content, but also the presentation. Vocabulary newspaper discourse around 20 million (colloquial-2.3 million) nominative units.

Newspaper (as well as television and radio) discourse has the potential danger of manipulation of human consciousness. There is a problem pathogenic (which harms) of the text.

Linguistics – a branch of linguistics that emerged at the intersection of linguistics and cultural studies, and investigating manifestations of popular culture, reflected and entrenched in the language. This is a relatively young discipline of philology synthesizing type that considers language as the embodiment of culture.

The main linguocultural groups also include linguistic categories such as archetype, metaphor, symbol, etc.

According to the studies of researches, in theory G. Lakoff and M. Johnson, there are different orientation, ontological and structural metaphors:

Monomial metaphor:

a) verbal

b) adjectival

c) nominal

Binomial metaphor usually represented by two registered groups:

a) predicative

b) application and the noun phrase

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SUBSTANTIVISCHE ZUSAMMENSETZUNGEN MIT DEN ENGLISCHEN KOMPONENTEN IN DER MODERNEN DEUTSCHEN PRESSE: STRUKTURELLER ASPEKT

Es ist doch bekannt, dass die englische Sprache einen starken Einfluss auf das Deutsche hat, und zwar auf die Wortbildung. Als wesentliches Kennzeichen aktueller Wortschatzentwicklung gilt die beträchtliche Zunahme lexikalischer Entlehnungen aus dem Englischen seit der zweiten Hälfte des 20. Jahrhunderts. Mit der Übernahme morphologisch unveränderter einfacher und komplexer Lexeme aus dem Englischen gewinnt das Deutsche potentielles Ausgangsmaterial für neue Wortbildungen aller

Wortarten. Genutzt werden für die Wortbildung mit Anglizismen in der Mehrheit der Fälle Modelle, die im gegenwärtigen Deutsch produktiv sind.

Anglizismen werden in der deutschen Presse besonders oft als unmittelbare Konstituente für Komposita weiterverwendet. Solche Mischbildungen entstehen auf folgende Weise:

a) Anglizismus + deutsches Wort: *Hooligan-Treffpunkt, Pay-Bereich, Design-Innovationen*;

b) Deutsches Wort + Anglizismus: *Börsencrash, Standortmarketing, Steuerungscenter*;

c) Englisches Kompositum als erstes Element + deutsches Wort: *Online-Handel, Offshore-Geschäft, Callcenter-Angestellte;*

d) Englische Wortgruppe als erstes Element + deutsches Wort: *Last-Minute-Geschenk, Coming-of-Age-Geschichte, End-to-End-Kontrollsystem*.

Die Kompositionsaktivität von Anglizismen ist im Deutschen nicht eingeschränkt. Die Beispiele, wie *Nachhaltigkeitsmanagmentsystem*, sind noch eine Seltenheit, aber mit der Entwicklung der deutschen Sprache und mit der Verbreitung des Englischen werden auch die englischen Komponenten das Wortbildungssystem des Deutschen viel mehr beeinflussen.

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THE NOTION OF PREFIX IN ENGLISH LANGUAGE. TRANSLATION OF THE VERBS WITH PREFIX MIS–

Comprehensive study of the word as the basic unit of the language system is an important task for modern linguistics. The most important means of enriching the vocabulary of modern languages is the creation of new words – derivation. The basic ways of forming words in word-derivation, for instance, are affixation and conversion. Some of the ways of forming words in present –day English can be resorted to for the creation of new words whenever the occasion demands. These are called productive ways of forming words, other ways of forming words can not now produce new words and these are commonly termed as non-productive or unproductive. It follows that productivity of word-building ways, individuals derivational patterns and derivational affixes is understood as their ability of making new words. The creation of new words can occur by connecting suffixes or prefixes to the word basis. Prefixes are the derivational morphemes that belong to the word root and change the lexical meaning of the word but in most cases they don't influence on its belonging to a particular lexical and grammatical class. In conformity with the division of derivational affixes into suffixes and prefixes affixation is subdivided into suffixation and prefixation. Prefixation is the formation of words with the help of prefixes. There are about 51 prefixes in the system of Modern English word-formation. According to the available word-counts of prefixal derivatives the greatest number are verbs -42,2%, adjectives comprise 33,5 % and nouns make up 22,4 %.

In recent years, the notion and features of the prefixal verbs translation has attracted more attention both of domestic and foreign linguists. A lot of linguists deal with the problems related with the notion of the prefix: Beliaieva T.M, Arnold I.V, Karashchuk P.M, Komisarov V.N, Nikolaienko A.H, Piottukh K.V, Meshkov V.I, Bortnychuk E.V and others.

The prefix mis- exists in all German languages. In old English prefix mis- is used to create the verbs with the value of absence, loss of what the basis expresses. For example, *misdon* (do smt incorrectly or badly). By the Early Modern English period

mis- created new words only from the english basics and since early English period it begins to create derivatives from the borrowed basics. For example, *to misbehave (to do bad things),to misconduct (not behave properly).* At present, the prefix mis- is alive and productive. In modern English prefix mis- is verbal prefix, that means wrong, false or bad execution of the action on which the derivational base indicates. For example, *to mistake (to be wrong), to misplace (to put something on the wrong place), to misunderstand (to understand smt incorrectly), to misinterpret (to take awry).*

Prefix mis- joins only to the basics of the transitive verbs. According to the semantics of these verbs, they are combined into one large class of the verbs, that express action, the performance of which depends on human capabilities (mental or physical).

For example: *to understand (to seize the meaning)*
to misunderstand (to seize the meaning incorrectly)

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MODERN APPROACH TO CONNOTATION AS A KIND OF LEXICAL MEANING

Nowadays, connotative vocabulary plays a very important role as there are no languages that can exist without it. A linguistic culture requires it in order to be developed and flexible, to render information with more stylistic colouring and emotions.

The word «connotation», from the Latin. «*connotare* – make a difference» when appeared around 1200 AD was used in the philosophical and theological debates about the meaning of words.

The 14^{th} century philosophy of language used term «connotation» for distinguishing the words by means of image and action, depending on the object of indication. The peculiar features of concrete and abstract words were discussed

In the 19^{th} century the term «connotation» defined all emotive-coloured elements of phrases relating to pragmatic aspect of language. Despite the long history of this term, the definition of this notion is still controversial. Linguistics of the 17^{th} century saw the usage of the term «connotation» through the Port-Royal grammar for noting the features in contradiction to substances.

The term is also used in linguistics, but it has another meaning: as an additional, concomitant meaning of a linguistic unit bearing expressive and emotional shade.

Logical and philosophical concept of connotation dates back to the 19^{th} century and J.S. Mill's works based on distinguishing connotation and denotation.

Connotation by J.S.Mill is the characteristics given by the word. His ideas about connotation correlate with the modern ones while defining the main features of the concept.

In the 1950's the ethnolinguistic approach helped Y. Naida to realize the forming role of concomitant meaning by means of culture.

In 1962 T.Pawel was the first who expressed the idea that with the help of connotation it is possible to investigate semantic structure of metaphors where denotative meaning is replaced with the contextual, figurative or connotative one. Since then, linguists study the connotation as an integral part of linguistic system that can not be limited only by stylistic frames.

R. Barth was the person who pointed out the unique nature of connotation as a tool of historical anthropology: the human society needs to have the secondary meanings fixed, and this can be realized due to the linguistic potential.

V.I. Shahovskyy also believes that connotation is an aspect of unit lexical meaning encoding the emotional state of the speaker and his attitude to the recipient, object and subject of the speech of the communicative situation.

However, according to E.M. Vereshchagin, connotation is to be considered in terms of country-oriented and cultural approach.

Modern linguist E.O. Akvazba finds the connotation as a part of the linguistic sign meaning.

Nowadays, linguistics has a narrowed meaning of connotation; nonetheless, there are still a number of key questions open such as what comprises the structure of connotation, what role the connotative component plays in the semantic structure of a linguistic unit and whether it is compulsory for each unit, what kind of relationship is maintained between elements of connotation. Lack of the information in monolingual dictionaries proves the necessity for conducting further studies which will provide the methodology and classification of connotation.

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PHRASEOLOGICAL UNITS EXPRESSING COLOUR PERCEPTION IN ARABIC, ENGLISH AND RUSSIAN LANGUAGES

Phraseology has been using in a language for centuries. It represents the culture of the nativespeakers, their mentality, thinking and worldview. Studying peculiarities of phraseological units (PU), especially in a comparative aspect, makes it possible to reveal the whole system of assessments and values inherent to different people. But we need to study the cultural differences in order to understand and translate PU correctly.

Various aspects of a human life find its reflection in a language due to the concept of colour, which is a part of idiomatic expressions. The concept of the colour is inherent in every culture in which it has its own special meaning. Colour is a category of the universal through which the world is perceived and described.

Finding reflecting in a language, colour tends to carry a particular sense of culture and the centuries-old experience. Study of idiomatic expressions with a colour concept is useful not only from the linguistics point of view, but in terms of a culture as well. A comparison of several language systems allows to draw conclusions about the peculiarities of a people perception and its interaction, allows to find the intersection points, to identify similarities and differences.

Thus, the **subject of the study** in this paper is idioms with the concept of a colour in Arabic, English and Russian.

The **purpose** of this paper is to examine these expressions, to provide their comparative analysis and characterization, as well as identification of the colour role in their formation, meaning and perception.

The **topicality** of the work is based on the lack of research in the field of Arabic phraseology, in particular, expressions that denote colour perception, as well as by the comparative analysis of Russian, English and Arab PU.

The topicality of the research and work is based primarily on the problem of the relationship and interdependence of language and consciousness, language and national mentality, which in principle is not new in linguistics.

Thus, the **scientific novelty** of this study can also be put into the framework of the insufficient study of the field of phraseology.

The **practical significance** of the research is determined by the **posibility** to utilize its materials, results and conclusions in academic courses ofphraseology and lexicology.

To achieve this goal it is necessary to solve the **following tasks**:

1. to identify the PU with the colour-concept in Arabic, Russian and English;
2. to define their characteristics, including particularly the use and translation;
3. to provide the comparative analysis of the idioms under study;
4. to identify cultural features that reflect in languages due to the colour-concept;
5. to determine the way the mentality affects on the formation of PU, as well as their meaning and usage.

Research methods used in this study: descriptive, historical and comparative.

The study itself is based on the writings on linguistics of the following authors: V.I. Koduhov "Introduction to Linguistics", Linguistic Dictionary, edited by V. Yartseva, specialized bilingual Russian-Arabic and Arabic-Russian dictionaries: Kh.K.Baranov "Arabic-Russian dictionary", V.M. Borisov "Russian-Arabic dictionary", Favzi-Shklyarov "Dictionary of idioms".

In this article we examine idioms with the colour concept. A colour has always played an important role in a human culture, being closely associated with the philosophy and aesthetics. The world is full of different ethnic groups and cultures. Each of which has its own language. All languages have their own systems and the features that are directly manifested in vocabulary, in particular, in the phraseology. Language world is colourful, dynamic picture. Language is constantly evolving and interacting with the culture of the native speakers. While learning languages of different families, we faced with not only with the problem of memorizing vocabulary, but with the problem of the perception of the new culture that is alien to us. In this article we examine on the example the colour concept "black" and its features how colour concepts appear in every language. Black is associated with evil and sorrow in many cultures. There are some examples in English, Russian and Arabic: **"Black and white" –** черно-белый **MEANING:** think of everything or judge everything as either good or bad.

“Black sheep / there is a black sheep in every flock” – паршивая овца, позор семьи – в семье не без урода (по старому поверью черная овца отмечена печатью дьявола) **MEANING:** a person who is a disgrace or embarrassment to a family or group. **“Black as coal/as night/as the ace of spades” –** черный как сажа, как уголь [1, 10].

The next point of our research is the description of the phraseological units in Russian language. A russian man associates black colour with negative, dark emotions, unhappiness and difficulties. Among idioms are no expressions that indicate mourning, but it is a strong feeling of the darkness and grief in it: **“черная неблагодарность” –** evil, deceit, instead of appreciation for good, for services rendered; **в черном цвете** grim, ugly, worse than it actually is; **“держать в черном теле” –** deal with anyone severely, harass anyone; **“черный день” –** difficult time in the life of someone, a time of need, lack of money, unhappiness.

Ethno-cultural traditions preserves traces of beliefs in phraseologism **“черная кошка пробежала”**. This expression reflected the popular superstition: a black cat crossing your path promises trouble. Fixed combinations with the component “black” show us the perception of the world of the Russian people. They united historical and already outdated concepts and phenomena: **“чернильная душа”** – bureaucrat, official formalist (a man for a long time does not use ink, but the semantics of idiom indicates precisely this characteristic of officials), **“черная кость”** a man (who belonged to the unprivileged estate in pre-revolutionary Russia)[7, 10].

In Arabic language Black – **اسود**

اسودت الدنيا في وجهه – faint (in his eyes darkened); **لم تسود صفحته نقطه واحدة** – his reputation is not tarnished; **اسود فاحم** – черный как смоль, black as coal; **الاسودان** – dates and water, snake and scorpion; **الاراضي السوداء** – black earth; **حقد اسود** – cruel hatred (black hatred); **سوق اسود** – black market; **عدو اسود** – nemesis (black enemy); **فقر اسود** – extreme poverty (black poverty); **اظهر اسود انه ابيض** – give black as white. So, as we can see it also represents negative meanings (sorrow, hostility) and natural meanings [2].

Summing up the study of the concept “colour” in three languages, it should be noted that in some cases the meaning of the idioms is the same. This is the evidence of the universality of colour perception in all cultures. In this article we represented only “black” colour. But in the whole colour picture most of the matches observed in such colours as “white”, “black”, “grey”, “green”. It also should be noted that in Arabic “blue” basically has a negative value. As for “red”, its meanings and the usage are similar in Russian and in English. The yellow colour in the Arabic language, in contrast to the Russian and English languages, has the positive meaning (gold), but also carries a negative one (fear, resentment). In English, “yellow” symbolizes cowardice.

The fact that the colours “white”, “black”, “green” and “grey” in the three cultures are almost equally perceived demonstrates in some way the universality of perception. The perception is forming later under the influence of external factors: ethnicity, culture, education, environment and religion.

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INSIGHT INTO ALLUSIONS

Today there is no shortage of studies detailing the usage of allusions. David Bamman, Gregory Grane, N. Klushina, P. Bakri, S. Smetanina and many other famous scholars have investigated this phenomenon. Whereas there is no lack of theoretical work on such subjects as irony, metaphor, but there is a small number of theoretical work on allusion. This happens not because it is not an important topic. Allusion is bound up with a vital and perennial topic in literary theory, the place of authorial intention in interpretation [6, p.287-297].

Moreover, allusions have too many functions: to express similarity between two passages, so that the message can be interpreted in light of the former and to simultaneously express their dissimilarity as well.

While translating texts, literary works, articles, one can find out hidden differences or meanings. The author fills the text up with numerous remarks –indirect, convert, passing references to some event, person, myths, place, or artistic work, literary work, either directly or implicitly. The nature and relevance of such supplements is not explained by the writer but relies on the reader's familiarity or cognition. We can say that allusions are the elements in the text, the function of which is to indicate the relationship of the text with other texts or references to specific historical, cultural and biographical facts. Such elements are called markers or representatives of allusions. The texts and the facts of reality, at which reference is aimed, are called denotations of allusions. Allusion that has “extra-textual” elements, i.e. events and facts of the real world, sometimes are called reminiscence [3, p.10].

Not only verbal texts but also the “texts” from the other fields of arts, especially scenic, can serve as the denotation for allusions. Such allusions are called intermediate [1, p.129].

Scientists also distinguish the following types of allusions according to the type of the statement, where they have been used:

1. Affirmative Allusion.

The affirmative allusions are those in which the specific historical events are employed with the aim of confirming certain views.

As good examples we can identify the statements from the John Updike’s Terrorist (2006). The novel’s allusion to the US war on terrorism serves to affirm the idea that Muslim terrorists are the enemies of the USA. For instance, Jack Levy explains to his wife, Elizabeth, that: “*we can never be happy again—we Americans*” [5, p.129].

Jack implicitly alludes to the US war on terrorism but he avoids the direct use of Arab or Muslim terrorists. The repetition of the pronoun “we” in the dialogue foregrounds the US fear of terrorism.

2. Oppositional allusions.

In this case authors ironically utilize the certain incidents to express an implicit objection to certain notions.

There could be found such statements in the novel Terrorist by John Updike: “*The enemies around us, the children and fat people in shorts giving us their dirty little looks—have you noticed?—do not see themselves as* *oppressors and killers. They see themselves as innocent, absorbed in their private lives*” [5, p.64].

The character Charlie portrays the Americans as “enemies”, “oppressors”, and “killers”. In addition to that, through ironical emphasis of the word “innocent”, he ridicules the claims which show the Americans as victims, and he conversely asserts that they are responsible for what happens in the Middle East [2, p.57].

While some scholars categorized textual allusions into a number of types dependent on their function, the major part is concerned only with a practical distinction in terms of the ease of locating them: so the allusion is either direct (equivalent or quotation) or indirect [4, p.170-198].

We distinguished six categories of allusive reference, which are applicable to a wider cultural sphere. These types are:

1. Casual Reference, “the use of language which recalls a specific antecedent, but only in a general sense” that is relatively unimportant to the new context;

2. Single Reference, in which the hearer or reader is intended to “recall the context of the model and apply that context to the new situation”; such a specific single reference in Virgil, according to Thomas, is a means of “making connections or conveying ideas on a level of intense subtlety”;

3. Self-Reference, where the “locus” is in the poet's own work; Corrective Allusion, where the imitation is clearly in opposition to the original source's intentions;

4. Apparent Reference, which seems clearly to recall a specific model but which on closer inspection frustrates that intention, and Multiple Reference or Conflation, which refers in various ways simultaneously to several sources, fusing and transforming the cultural traditions [3, p.21].

Allusion differs from the similar term intertextuality in that it is an intentional effort on the author's part. The success of an allusion depends in part on at least some of its audience "getting" it. Allusions may be made increasingly obscure, until at last they are understood by the author alone, who thereby retreats into a private language.

Allusion being a stylistic device of the language helps the author to put the alluded text in a new, richer context under which it attains additional meanings and denotations. The understanding is based upon the reader's familiarity or cognition, so nothing but good awareness of the features of the language and the extensive background knowledge can help the interpreter to make good and adequate translation of any title.

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PHRASEOLOGICAL UNITS AND THE PROBLEM OF THEIR TRANSLATION

Idiom (or phraseological unit) – is a sustainable indivisible phrase or sentence that acts like a separate lexical unit. Words that make up phraseological unit, in most cases, partially or completely lose their own lexical meaning. Most languages have their own specific idioms that are sometimes untranslatable pun.

Indeed, phraseological unit translation can be considered one of the most difficult aspects of translation. This problem was profoundly studied by famous linguists such as N.N Amosova, A.V Kunin, I.V Arnold, A.I. Smirnitskiy, L.P. Smith and others.

As it turns out, it is very difficult to translate what is considered to be the spiritual heritage of the people, the part of their rich culture. What is more, most idioms are bright, imaginative, concise and multi-valued. The meaning that is clear to one person seems to be something new to another.

According to professor I. V Arnold, a translator should not only convey the meaning of a phraseological unit, but also reflect the imagery together with its stylistic function considering the particular context.

Phraseological units can be divided into 2 groups: the ones that have equivalents in Ukrainian language and equivalent-lacking phraseological units.

In general, in order to reveal the full meaning of a phraseological unit, one should find its equivalent in the target language. However, according to professor A.I Smirnitskiy, searching for the equivalent is a complex, multifaceted process influenced by many factors which subsequently affect the quality of the translation.

To achieve maximum accuracy in the translation, it is necessary to use different types of translation. These are:

1. Equivalent, i.e when Ukrainian phraseologism coincide with English one in meaning, and in imaginative basis *(as cold as ice – холодний як лід)*.
2. Analogue, i.e the use of Ukrainian phraseologism, which has the same meaning, but different imaginative basis (*a drop in a bucket – крапля в морі)*.
3. Descriptive, i.e conveying only the meaning of the phrase. In this case, the imaginative basis is lost. *(the real McCoy – щось цінне, варте уваги).*
4. Calque, (or word-for-word translation) can be applied only if the vivid English image can be easily perceived by Ukrainian reader and does sound or look unnatural. This translation is often is used for metaphors, puns and wordplay.(*people who live in glass houses should not throw stones – ті, що живуть у скляному будиночку не мають кидатись камінням)*

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DISCOURSE OF CONTRACTS

Theory of discourse as a pragmatic form of the text originates in the concept of E. Benvenist. According to E. Benvenist, discourse is "any statement which presupposes the existence of communicants: addressee, addresser and addresser intent to influence specifically his interlocutor". Discourse traditionally divided into formal and informal. English official style features include: the traditional nature of expression, lack of emotionality, coded character of language system (including shortenings); common syntactic method to integrate several phrases into one sentence.

Any contract concluded in the business community has a clear structure, which consists of following required components: the date, the names of companies that sign the contract, the seller and buyer obligations, quality assurance and buyer rights for reclamation; signature. As for the contracts discourse lexis, we should mention the use of a large number of monosemantic nouns denoting concrete concepts (buyer, seller, hydromonitor, patent, company, institute, crate), conventional terms (to fulfill the obligations, prohibition of export or import), official-business terms (notification, order, receipt, request), economic and legal terms (public company, partial shipment, ex works, appeal, court charges, binding decision) as well as clichés (In accordance with, Due to the fact that, With reference to, etc). In these texts temporal deixis is based primarily on Present (Present Simple, Present Perfect) and Future (Future Simple) tenses.

In the contracts discourse modality presents a multipronged phenomenon, because, firstly, the significance of possibility, necessity and supposition are deeply intertwined with each other, and secondly, they are all realized in contracts due to incentive intentions. In contracts modal verbs and expressions are a will of an addresser who wants to change extra linguistic reality and to establish new business contacts and relationships.

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HYPERBOLE AND PROBLEMS OF ITS TRANSLATION

Hyperbole is a means of expressiveness applied by the sender to pay recipient's attention to a given situation or its properties and to make the recipient understand an exaggerated idea of the situation or its properties. Hyperbole realizes simultaneously two meanings: basic, i.e. subject logical words meanings and contextual-emotional words meanings.

The difference between the emotional meaning and the emotional coloring is better seen in hyperbole, in comparison with other expressive means. In hyperbole words retain their subject logical meaning, but illogicality gives the whole utterance emotional shade. The idea of hyperbole means that words denoting measure, quantity, modal words, quantifiers, words which are subject to quantifiable properties and some other categories of lexis can perform functions of a hyperbole.

We studied the hyperbole as a stylistic means of language, its features and usage in publicistic style in order to find the best possible ways of its translation into native language.

Despite the fact that hyperbole was first studied by Aristotle, we still cannot say that there is an established system of views on this phenomenon. Moreover, last two centuries years saw a growing interest in the issue of hyperbole – the notion that has existed for more than two thousand years. A.A. Potebnya, L.P. Krysin, S.A. Tikhomirov and many others have been studying this phenomenon. It can be explained by the fact that the questions of language and speech expressiveness, as well as learning the language of fiction and publicism are very relevant today and attract researchers. In these terms the understanding of hyperbole is an important part of translational activity, because it is a complex mechanism of expressiveness to be conveyed correctly. If you can adequately convey the hyperbole in the source text using the hyperbole in the target language, there is no reason not to do this, but this implies only if the hyperboles correspond to each other not only in meaning, but also in stylistic and other characteristics.

Translation in general should not be the literal word for word translation. If this type of translation conveys correctly phrases meaning and sounds good in Russian, there is no reason to change it. For example: I have told you it a *thousand times*. Я говорил тебе это *тысячу раз*. And vice versa, you can (and should) retell the contents in your own words if nothing is possible to do. For instance: He said her everything *like a shot*. Он всё *сразу же* ей рассказал.

It is necessary to prevent losing of substantial information and try not to bring something personal from you, something what is not in the source text.

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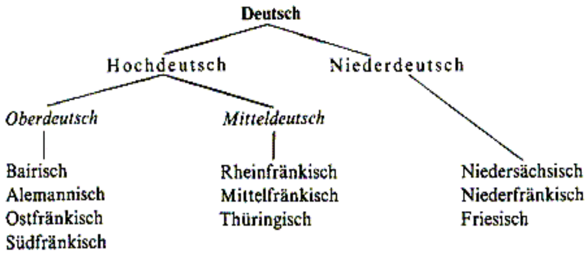
DEUTSCHE DIALEKTE DER GEGENWART

Heute haben Linguisten in Deutschland eine Reihe von Dialekten und Mundarten registriert, die sogarnicht alle sehr erfahrene Sprachwissenschaftler nennen können. Unter anderem kann man die meisten bekannten und weit verbreiteten identifizieren:



Die Existenz der modernen Dialekte der deutschen Sprache ist eine Folge der Zersplitterung des mittelalterlichen Staates.Der Hauptunterschied zwischen allen Dialekten ist die „zweite Lautverschiebung“. Sie ist ein Lautwandel der Konsonanten. Dieser Prozess wurde im 6. Jahrhundert n. Chr. abgeschlossen. Die Grenze dieser Lautverschiebung verläuft von West nach Ost, heute wird sie als Benrather Linie oder „maken-machen Linie“ bezeichnet.

Man kann sagen, dass kein Dialekt existiert, der von allen Deutschen verstanden wird. Gibt es doch einer. Sächsisch ist ein einmaliger Dialekt, der überall in Deutschland gesprochen wird. Der erste Standard der deutschen Sprache war auf sächsischen Dialekt gegründet worden. Manche glauben, dass Sächsisch von allen „Ossis“ gesprochen wird. Imallgemeinen reden alle

Sächsisch.Zwischen derbekanntesten Mundarten der Deutschen kann man die folgenden auszeichnen: Bairisch, Schwäbisch, Pfälzisch, Thüringisch, Hessisch, Sächsisch, Westfälisch, Nordplattdeutsch (Hamburgisch), Berlinerisch, Ostfriesisch, usw. Also variiert das Deutsch von Dorf nach Dorf. Je mehr Abweichungen vom Standarddeutsch, desto unverständlicher Dialekt ist. Der schwäbische Dialekt z.B. hat ein origineller Wortschatz, der niemand außer Schwaben verstehen kann.

Zusammenzufassend, ist es wichtig zu sagen, dass Dialekte und Mundarten die Teile von einziger deutscher Kultur sind. Jeder Dialekt und jede Mundart führen vor, dass Deutschen ein vielfältiges Volk ist. Auf jeden Fall hängt alles vom Menschen ab. Er kann zwischen zwei Perspektiven wählen. Ob er das Motto „Wir können alles außer Hochdeutsch“unterstützt, oder „Mit Hochdeutsch kann man weiter gehen“ wird besser für ihn. So lange bis die Leute ihre Lieblingsmundart sprechen, haben sie ihre originelle Identität.

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STATUS Y FUNCIÓN DE LAS PALABRAS “SÍ” Y “NO”

Las palabras invariables empleadas en el diálogo en calidad de la reacción al habla del interlocutor, componen la clase de las, así llamadas, palabras-proposiciones. Las palabras-proposiciones pueden expresar el consentimiento, la afirmación: Да – Si, Ладно – Vale, Так – Pues. Пожалуй – Es cierto; el desacuerdo o la renuncia: Нет – No. Las palabras-proposiciones reproducen habitualmente el papel de las réplicas en el diálogo, por ejemplo: Пойдешь гулять? – Да. ¿Vamos a pasear? ¡Si!

Sin embargo, la palabra-proposición que expresa las negaciones o el desacuerdo debe distinguirse, no hay frases impersonales, la ausencia que expresa algo (compárese: У него нет денег – El no tiene dinero). No – el predicado de la frase impersonal dirige el caso genitivo del sustantivo, y no – la palabra-proposición no dirige nada. Así como la palabra de la frase “sí” debe ser distinguida con copulativo “sí” o partícula “sí”, se utiliza a menudo en combinación con otras palabras: ah, vale, pues sí, pero no.

Tal “sí” es pronunciada como átono, por ejemplo: ¿Vamos a la casa de campo? – que sí, no, a la hermana espero. Una de las tareas de la lingüística moderna es la búsqueda de los componentes de estudios culturales en el significado de las unidades léxicas. Las investigaciones muestran que las distinciones en las normas culturales se reflejan en la lengua.

En las tradiciones diferentes culturales, depende del modo público y el desarrollo histórico, hay unos guiones diferentes culturales y las reglas de conducta e incluso las expresiones del pensamiento. La norma española permite la expresión libre del consentimiento o el desacuerdo y, en general, la opinión.

Sin embargo, en las negociaciones comerciales se utiliza el equilibrio entre la libertad de la expresión y la disidencia de solicitar el consentimiento, y esto se refleja en el uso frecuente de los problemas de división con diferente polaridad (¿Es verdad?). Recientemente se utilizan interjecciones-partículas para invitar a llegar a un acuerdo, lo que atrae la atención de los científicos que estudian la vida del lenguaje hablado y la verdadera evaluación en el contexto del diálogo.

Los científicos se refieren a estas interjecciones-partículas como a un grupo de señales de voz o señales de interlocutores para demostrar el estado de ánimo general y que hacen realizan la función de mantener el contacto. Como se mencionaba anteriormente, en la lengua española, en la segunda parte de las preguntas partitivas con diferente polaridad expresa el acuerdo, admitiendo, por supuesto, el desacuerdo.

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ANTROPÓNIMOS Y SUS CARACTERÍSTICAS GRAMATICALES

Antropónimos presentan diferentes "denominaciones" de una persona: nombres, apellidos, patronímicos, apodos, seudónimos. En las últimas décadas, se observa un interés considerable por los problemas antroponímicos, debido al paradigma antropocéntrico de la lingüística moderna. En su mayoría los antropónimos son sustantivos, pero su relación con las categorías gramaticales del sustantivo es especial. El género de los antropónimos es una categoría semántica: aun los sustantivos masculinos "*Pilar*" , "*Camino*", que se utilizan como nombres femeninos, se correlacionan con el pronombre "ella". Mientras tanto, la categoría de género de los nombres comunes es léxico-gramatical (*chico/chica*), o exclusivamente gramatical (*periódico, revista*). Los nombres de españoles se diferencian claramente según el género, y casi siempre forman pares genéricos: *Mario/María, Juan/Juana, Pablo/Paula, Pedro/Petra,* aunque existen algunas limitaciones. Por ejemplo, los nombres de "*Sara*", "*Eva*" normalmente pertenecen a las mujeres, aunque en América Latina es posible observar las variantes masculinas, por ejemplo, el nombre del Presidente de Colombia actual es *Evo* Morales. La categoría de género de los apellidos españoles está neutralizado: por ejemplo, el mismo apellido "*García*" puede pertenecer tanto a un hombre como a una mujere: *Juan García / Juana García*. En el idioma español junto con los apellidos – si es necesario diferenciar el sexo de su portador – se puede utilizar los artículos: masculinos o femeninos: por ejemplo: – ¡*Qué venga González*! – ¿*La González o el González*? La totalidad de todas las formas antroponímicas – antropónimo completo y sus componentes, es decir, nombre, apellido, formas diminutivas e hypocorísticas – constituyen un paradigma funcional, es decir, en diferentes situaciones la misma persona puede ser llamada usando una de estas formas: por ejemplo, *Juan Carlos García Soto / Juan / Juanito / Juan Carlos / Juanco / Juan García / Juan Carlos García / Soto*, etc Las formas para denominar la misma denotación presentan una especie de sinónimos socio-situacionales, pero en la esfera de los sustantivos comunes este fenómeno no existe. En conclusión indicamos, que los antropónimos aparecen como una clase de las palabras muy especial según el punto de vista tanto funcional e histórico como gramatical y semasiológico.

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CURRENT THEORETICAL APPROACHES IN STUDIES OF ENGLISH SCIENTIFIC TEXTS

Nowadays science is one of the functional areas which has particular significance and takes on enormous importance in social communication. Characteristics of scientific texts, in particular, have been covered by different linguists such as: I.R. Galperin, I.V. Arnold, V.I. Karaban, V.N. Komissarov.

There are different ways of classifying genres of scientific texts, but most researchers consider reasonable to adhere to the following classification of English scientific texts:

1. scientific texts of the academic nature (monograph, articles, thesis, reports, dissertations, etc.);
2. scientific texts of the educational character (textbooks, dictionaries, reference books, hand-books, vocabularies, etc.);
3. scientific texts of the informative and evaluative nature (instruction, application, review, summary, abstract, etc.).

Informative value, consistency and clarity of presentation are the main characteristics of the scientific texts. Scientific texts has its own special characteristics such as grammatical and lexical peculiarities.

The most common lexical feature of the scientific text are the intension of some terms and terminological phrases. Using these lexical items, we can definitely transfer the necessary scientific information. In the creation of scientific texts, an important role is played by general scientific words such as: process, analysis, parameter, aspect, and so on. The dictionary of the scientific style is characterized by the use of neutral and terminology seams, predominance of abstract nouns under concrete, the use of polysemantic words.

In English scientific texts some grammatical differences are caused by the peculiarities of grammatical structure of the language, norms and traditions of written scientific language. For example, in English scientific texts we can frequently observe use of the passive voice and non-finite forms of the verbs, participle constructions, specific syntactic constructions, personal pronouns of the first person, nominative sentences etc. Karaban considers that the most notable grammatical features of scientific texts are the large number of different kinds of extended complex sentences which are used to transmit logical relationships between objects, actions and facts for scientific presentation.

Thus, the rapid development of society, the rapid progress of science and technology drive the need in the formation of a special language best suited to the expression and transmission of the scientific knowledge.

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MODAL VERB “CAN” IN NEWSPAPER TEXT

According to professor Huddleston modality is centrally concerned with the speaker’s attitude towards the factuality for actualisation of the situation expressed by the rest of the clause. According to Quirk, at its most general, modality may be defined as the manner in which the meaning of a clause is qualified so as to reflect the speaker's judgment of the likelihood of the proposition it expresses being true.

'Epistemic' and 'deontic' modality are the terms most frequently mentioned by English scholars, namely Huddleston and Pullum, Lyons or Palmer.

It is very difficult to classify meanings of the modal verb *can*, as the classification differs from one linguistic school to another . Some meanings appear frequently and are mentioned by many schools whereas other meanings are mentioned only by a few linguists and are not taken into account by other linguists at all. Considering the meanings of the modal verb *can*, these meanings might be considered the most frequent in newspaper texts: possibility, permission and ability. As for frequency of individual meanings, Leech claims that the ‘Possibility’ meaning of *can* is very common, the ability meaning is common and the permission meaning is less common. Pr.Leech mentions an important characteristic of this meaning, namely the passive voice, which frequently occurs with the possibility meaning. Coates adds that it is when the speaker cannot presuppose the willingness of the subject to carry out the proposition that the passive is found, and the written texts in particular are marked by the association of passive voice with *man*: *We believe that solutions can be found which will prove satisfactory.* An important characteristic of the ability meaning of the modal verb *can* is mentioned by Jennifer Coates. The property related to the ability meaning is called the gradient of inherency. Coates mentions the ability to sing as inherent characteristics of the human subjects of the following sentence:

It is now getting quite difficult to find choir boys old enough to behave in church who can still sing treble.

The permission meaning of the modal verb *can* is closely related to the gradient of restriction. Coates explains the gradient as “implying a universe of possible worlds, ranging from the most restricted (where human laws and rules are in force) to the least restricted (where everything is permitted except what is contrary to so-called natural laws).” *You can start the revels now.*

As regards tools of analysis used for demonstrating different meanings, that of paraphrase was often used. As it is usually possible to paraphrase an utterance by different words, the analysis also focused on this way of identifying various meanings. Furthermore, some important properties of the modal verb *can* relating to different meanings were examined and applied when analysing newspaper reports.

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PHRASEOLOGICAL UNITS IN NEWSPAPER TEXTS

The general aim of the newspaper is to influence public opinion, to assure the reader or listener that the interpretation given by a writer or a speaker is the only correct one and to cause him to agree with the point of view expressed in the speech, essay or article simply by both logical argumentation and emotional appeal as well.There are two variants: the essay and the article.

As in any other written genre in newspaper article, all changes occurring in language are immidiatly reflected. In newspaper article syntactic phraseological units are actively realized. With the help of these phraseological units the author can get a definite purpose or influence on the reader. Syntactic phraseological units are understood as the syntactic units which are possessing stability, reproducibility, integrity, idiomaticity by specific character of relations between components, and also communicative and esthetic functions in language.

Phraseological units are very emphatic especially emotionally estimated units. They can express feelings, emotions and in newspaper articles syntactic phraseological units with the neutral maintenance aren't presented. It occurs because the author of the article always wants to catch reader's attention to a definite theme, to express the opinion, but using phraseological units with neutral value, this effect can't be achieved. The relation to the subject of speech is expressed through their situation assessment, whether it is negative or positive.

So, the phraseological units perform some functions in the text of public style. They are to attract attention, to evaluate events and people, to organize texts and to illustrate facts. Also phraseological units in different articles and newspapers make the text more interesting and expressive, and such boring articles as sport or politics acquire a lot of ways of coloring.

Analyzing linguistic materials we have come to the conclusion that there are many different scientists and different methods of translation English phraseology into Ukrainian. Underlying classification different things are taken into account.

Idiom in themselves are difficult to translate , but much more difficult in translation when a writer in certain stylistic purposes changes the meaning and / or form of phraseological units – down or adding components, replacing them with synonyms or antonyms and rearranges them in places.

There are many ways of authorization phraseological units which somehow lead to its destruction as a sustainable combination of words.

However, the phraseological units will certainly continue to exist in the language the reader's mind, gaining new links, creating new, often quite unexpected effects, on which pun is usually based on.

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WAYS OF EXPRESSING MODALITY IN «THE PAINTED VEIL» BY SOMERSET MAUGHAM COMPARING WITH RUSSIAN TRANSLATION

The Painted Veil is a novel by British author W. Somerset Maugham which is full of means of expressing modality. That is why it is interesting to compare the text of origin with the Russian translation by M. Lorie and to find out which means of expressing modality are used in both languages.

Go to Ku-Chou's and I'll come along as soon as I can.– Приходи к Гу-джоу, я зайду туда, как только смогу вырваться.

In this sentence we can observe the modal verb «can» being lexico-grammatical means of expressing modality. It has the meaning of physical and mental ability. It has been translated into Russian with the help of the modal verb «смогу» being lexico-grammatical means of expressing modality.

I think it may be that death will be really a release. – Может быть, смерть даже будет для меня избавлением.

In this sentence we can observe the modal verb «may» being lexico-grammatical means of expressing modality. It has been used with a non-perfect active infinitive. It has the meaning of probability. It has been translated into Russian with the help of the parenthetical phrase «может быть» being lexical means of expressing modality.

He must have known how she regarded him and he had accepted her estimate without bitterness. – Он не мог не знать, как она к нему относилась, и принял ее оценку, не озлобившись.

In this sentence we can observe the modal verb «must» being lexico-grammatical means of expressing modality. It has been used with a perfect active infinitive. It has the meaning of a supposed action. It has been translated into Russian with the help of the modal verb «мог» being lexico-grammatical means of expressing modality.

Due to this short analysis we can observe that lexico-grammatical means of expressing modality dominate in the English text, while in the Russian translation there are both lexico-grammatical and lexical means of expressing modality.

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INTERROGATIVE SENTENCES IN ENGLISH PUBLICISTIC DISCOURSE AND PROBLEMS OF TRANSLATION INTO NATIVE LANGUAGE

Studying of interrogative sentences is an actual problem of linguistic science, and numerous works have investigated the structural (D.M. Akhundow, L.G. Babkina, L.P. Berdnikova, I.R. Buniuatova, R. Quirk, S. Greenbaum, G. Leech, J. Svartvik, Z. Harris), semantic (S.F. Gedz, G.Paul, Y. Firbas) and pragmatic (I. S. Shevchenko, H. Gruber, F. Kiefer) aspects of the sentences of this type.

The topicality can be grounded by the general tendency of modern linguistic researches to the multidimensional analysis of the publicistic text translation and modern requirements for translation, which include the original meaning rendering as well as preserving the pragmatic text characteristics. The aim of the research is to identify and analyze the ways and methods how to reproduce structural-semantic features of English interrogative questions and convey the pragmatic meaning in the process of translation.

According to the key researches in modern linguistics, English interrogative sentences are divided into general, alternative, tag questions and special ones; in Ukrainian language they are divided into interrogative and rhetorical questions. English interrogative sentences are translated into Ukrainian with the help of same sentence types, but the way of translation depends on structural-semantic type of interrogative sentences. However, the full equivalent of English interrogative sentence in the Ukrainian language is a phenomenon. So, the preserving sentence general form is definitely connected with the full internal transformations: grammatical and lexical. Internal modifications are caused by lexical and grammatical peculiarities of the target language.

Since modern translation analysis is impossible without the methods of contrastive studies, the comparative analysis of structure, semantics and pragmatics of interrogative sentences in English and Ukrainian languages has been made including the structural, semantic and pragmatic approaches. Grammatical and pragmatic features concerning the translation of English interrogative constructions have been, the basic methods and techniques of forming this type of the sentences during the translation of the publicistic texts have been defined. This enables considering structural, semantic and pragmatic features of this type of the sentences from a new angle.

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STYLISTICAL REPETITION IN ADVERTISING DISCOURSE

Advertising plays an important role both in economy and society. Its educational, aesthetic and psychological role should not be underestimated. It demonstrates the cultural values of the society engaged in finding solution of social problems, informing about new products and services, and increasing sales. That is why its study is very important for linguists. Many of them investigate the purpose of advertising communication, its form of consciousness and thinking, extra linguistic and linguistic peculiarities.

Yet, the advertising language has not been studied enough. Many linguists pay attention to specific figures of speech, the so-called stylistic figures, the expressive means, which have psychologically strong impact on humans, and can be easily learnt. One of these means is stylistic repetition, which plays an important role in shaping the advertising text, where it has pragmatic orientation. Many researchers note that repetition in the advertising text is used frequently.

They distinguish the following types of repetition:

1) Lexical repetition which is deliberate repetition of a word in a certain part of the text: anadiplosis (repetition of the last word of a preceding clause), anaphora (repetition of a certain word or phrase at the beginning of the sentences or paragraphs), simploka (repetition at the beginning and the end of speech) and epiphora (repetition of a word or phrase at the end of sentences or paragraphs).

2) Syntactic repetition – repetition of syntactic structures, such as: parallelism (repetition of the same structures), chiasmus (reverse parallelism) and antithesis (juxtaposition of two statements).

3) Phonetic repetition includes alliteration (repetition of the same consonants), assonance (repetition of the same vowels) and rhyme (repetition of the last stressed syllables in phrases, sentences or lines).

All types of repetition create rhythm, perform different functions and help to remember the message.

In the process of translating advertisements, a translator should pay attention to their pragmatic aspect. One of the main requirements for translating the advertising text is its "harmony". It means understanding the idea of advertising, and its correct transmission. A translator should preserve the lexical content of the text or phrase, its structure and main ideas, without losing the rhythm, cultural realities, and wordplay. However, advertisements should not be translated word for word.

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ZUR PROBLEM DER RÜCKÜBERSETZUNG

In der Zeit der Karte, des Telefons und des Computers, zu denen man häufiger greift, weil sie die einfacheren Mittel der Verständigung sind, verlernt man allmählich das Schreiben. Es wird unsicherer, es wird zur Qual.

Ist jemand von uns der geborene Rückübersetzer? Am Anfang haben die meisten große Schwierigkeiten, sich schriftlich zu äußern. Man muss sich viele Mühe nehmen, um Fortschritte zu machen.

Kann man lernen, gute Rückübersetzung zu schreiben? Diese Tätigkeit sind wie viele andere. Wer häufiger schreibt, macht die Erfahrung: Übung macht den Meister.

Noch eine Frage: wann beginnen? Wenn eine bestimmte Menge des Wortschatzes gelernt wird, d.h. wenn man grundsätzlich mit Wörtern zum durchgenommenen Thema umgehen könnte. Das kann ein kleiner Dialog oder eine nicht besonders große Erzählung sein. Um sich in Sachen Rückübersetzung versierter zu machen, muss man zu eigenen Versuchen anregen. Trainieren bedeutet also auch Probieren. Nicht vergeblich ist hier selbstverständlich das eingepaukte Vorwissen in Sachen der Grammatik und des Stils.

Es sei darauf hingewiesen, dass es zweckmäßig wäre, entsprechendes Herangehen zu verschiedenen Arten von Texten auszuarbeiten (schön Literatur, technische Texte, geschäftliche Korrespondenz).

Es sei auch angenommen, dass jeder Rückübersetzer einige Anhaltspunkte braucht, wie man sich selbst beobachten und wo man sich verbesser könnte. Die können von uns als «technische Hinweise» bezeichnet sein.

Rückübersetzung ist zweifellos auch eine Form der Kommunikation. Sie soll beim Lesen auf jeden Fall einen guten Eindruck machen. Dabei müssen die Ansprüche an die redaktionelle Korrektur der angewendete sprachlichen Mittel weit strenger sein: klare Darstellung, verständlich ausdrucksstark, exakt, überzeugend.

Die Überarbeitung des Textes aus einer Sprache in eine andere fordert professionelle Fertigkeiten. Sie können entwickelt und gefestigt werden. Warum nicht mit System? Man stelle sich vor, dass es eine umfassende Reihe von Hinweisen gibt, die dem Anfänger helfen sich vervollkommnen. Und eines Tages kann er Profi werden.

Rückübersetzung muss Spaß machen! Das ist die Erfahrung die beitragen wird, eine Fremdsprache besser zu verstehen. Und diese Arbeit muss öfter angewandt werden.

Sprachliche Beratung von Oberhochschullehrer O. Michlik

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WAYS OF TRANSLATION OF INDEFINITE ARTICLE IN "PYGMALION" BY GEORGE BERNARD SHAW

The article, both indefinite and definite, is a functional word serving to identify or determine the noun, the superlative degree of its quality or the order of nouns in a word group. An indefinite article indicates that its noun is not a particular one identifiable to the listener. It may be something that the speaker is mentioning for the first time, or its precise identity may be irrelevant or hypothetical, or the speaker may be making a general statement about any such thing. English uses a/an, from the Old English forms of the number ‘one’, as its primary indefinite article. And now we will analyze the ways of translation of indefinite article in “Pygmalion” by George Bernard Shaw.

A minute passed and there was no sound. – Пройшла одна хвилина – ні звуку.

In this sentence we can observe indefinite article “a”. It has been translated into Russian with the help of cardinal numeral “один”.

In some contexts, however, the indefinite article may acquire a lexical meaning which corresponds either to the Ukrainian indefinite pronoun (якась, якесь).

Pickering is seated at the table, putting down some cards and a tuning-forf which he has been using. – За столом сидить Пікерінг- він саме кладе якісь картки і камертон, якими щойно користувався.

In this sentence we can observe indefinite article “a”. It has been translated into Russian with the help of indefinite pronoun “якийсь”.

Also, when the lexically meaningful indefinite article precedes the noun under logical stress, its functions as the demonstrative pronoun, which is translated into Ukrainian as цей, ця, це. Moreover, indefinite article may be translated as one of the possessive pronouns according to their contextual meaning.

She stood up and turning to him stretched out her arms: he took her in his and kissed her on a lips.- Вона встала, повернулась до нього, протягла руки, він обійняв і поцілував її губи.

In this sentence we can observe indefinite article “a”. It has been translated into Russian with the help of possessive pronoun “її”.

There are, naturally, many more contextual realizations of the lexical meanings, pertaining to the indefinite article, which they may acquire at speech level.

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ENGLISH SCIENTIFIC DISCOURSE GENDER ASPECTS AND THEIR RENDERING INTO THE TARGET LANGUAGE TEXT

Language is an essential method of conformation and existence of human knowledge about the world. Gender aspects are significant part of the development of language world view. That is why the subject of English scientific discourse gender aspects is crucial nowadays. English scientific discourse gender aspects, in particular, have been covered by different linguists such as: E.P. Goroshko, O.A. Burukina, D. Tannen, R.A. Day, O. M. Ilchenko, V.N. Komissarov.

Gender aspects in English scientific discourse are not based on the concept of the biological differences between men and women, but based on the cultural and social value that society attaches to these differences. The basis of gender aspects studies was to identify differences in the roles, social status and other perspectives of the lives of men and women.

Scientific discourse is the processes and methods used to communicate and debate scientific information. Scientific discourse includes three components:

1) cognitive components (concepts, diagrams, objects, methods, programs, paradigms);
2) linguistic components (figures of speech, terminology, speech acts, syntax, semantics and pragmatics of language);
3) political components (prohibitions and regulations, forms of pedagogical influence, social interaction and discipline).

Taking into consideration the increasing role of gender studies, in particular regarding scientific discourse, linguists consider the term “gender” through the analysis of language structure that plays an important role in cultural manifestation of sex.

Gender aspects of scientific discourse language are expressed through verbal behavior of men and women and gender markedness of language. First and foremost gender markedness of language is considered through the example of lexis forasmuch as gender aspects distinctively appeared on the lexical level. In all languages, where there is the category of gender, semantics correlated with sex, neutralization takes place on the male sex. Asymmetry gradually eliminated in those languages where the influence of gender linguistics is the most strong.

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ENGLISH FOR SPECIFIC PURPOSES: WRITING BROCHURES IN TOURISM

The paper deals with the ideas of the brochure language used in tourism promotion as English for specific purposes.

Tourism is known to be one of the fastest growing industries in the world today. Back in the 1950s, the number of tourists does not exceed 25 million and in 2013 the volume of tourist flows crossed one billion mark. In this regard, the importance of English as the language of international communication has risen sharply. For any profession which provides communication with people, language skill is necessary or desirable. The degree of language skill may vary from using special terms in catering service jobs to speaking fluently among travel agents and tour guides. Therefore both oral and written English in tourism has some differences and peculiarities. In general, English for tourism is natural and to the point it tends to use simple words and sentences to describe or record the definite stuff and facts just like taking a picture. Besides, tourism English tends to use objective and concise language in a «clear logical way» as one of the Chinese scholars Ding Dagang puts it [2]. So that simplified English language constructions are more common for tourist brochures, for example, that allow simple and clear convey information for the reader.

The brochure is probably one of the most important documents used in tourist promotion. Brochures are known to use very descriptive language to make holiday destinations sound more attractive. Sun Xin [5] in her unpublished MA thesis notes that in English tourist texts large number of nouns, adjectives and numerals are used. They are intended to make the texts informative, appealing and accurate. As well more exclamatory and imperative sentences are employed. That is why the tourist brochures or articles of the modern tourist web-sites use many adjectives for the description some certain areas, such as *welcoming, spectacular, majestic, bustling, carefree, secluded, uncrowded, safe, gorgeous, wonderful, beautiful, famous, grand, great, popular* etc. "Meet the warm and *friendly* people of Malaysia and cherish the *warm* memories here. Be captivated by the country's *gorgeous* landscape, its varied races and religion, and many *wonderful* attractions. Grab the chance to visit Malaysia, and be a part of the *wonderful* culture which has existed since the 14th century." [3]. The high percentage of adjectives makes the famous site more romantic, fascinating and yearning.

Most promotional activities work through the well-known «AIDA principle», which includes Attention, Interest, Desire and Action. In order to attract the potential customer a tourist brochure should:

- attract attention;
- point to a personal benefit to the reader;
- trigger the desire to buy;
- encourage the reader to take action.

Therefore English language also has its own features that are used to write travel brochures. One of the special features of English in brochures is a high concentration of verbs *to visit* and *to enjoy*. The employment of these two words is designed to arouse more tourists to come and enjoy the beauty of the nature. For description of the urban areas such adjectives as *dramatic,* *unique, old-world, busy, best-kept, picturesque, impressive, quaint, vivid, amusing* can be used. Some proper names of well-known cities or attractions, names of people who lived in the regions or historical landmarks can also be used for more tourists attraction. One of the methods to attract attention is the usage of the personal pronoun *you*. For instance, «*You! You must visit this place!*». The word «*you»* instantly grabs attention. Using questions also helps to involve and persuade the reader, particularly if the answer is almost certainly «Yes». For example: «Wouldn't you just love to escape the pressures of everyday life and relax in the countryside? Hotel Snooze offers the perfect get-away break» [1].

We consider, that inexperienced professionals can sometimes abused some words using formal English, especially a number of so-called elegant sentence patterns, to demonstrate their English proficiency. The tendency to use the pattern *There is (are)* ... may make the language of the brochures either too formal or inauthentic. In other words, a pattern like this cannot convey the spirit of hospitality and friendliness. A sense of belonging is important for visitors in hotels, and an appropriate word choices enhance this feeling. For example, the pronouns *we* and *our* are found more frequently than *you* and *your* in authentic brochures [6]. Writing brochures also can make mistakes in the selection of words with multiple meanings causing errors for misunderstanding. These words can be further classified as vague and improper choices. The usage of such adjective as *different* and noun *equipment* may include the meaning of all things the authors were unable to specify more clearly, such as *different styles, different ways, different scales, different languages, sound equipment, necessary equipment*. Rather than saying different, it is suggested that all the possibilities be listed to give guests a clear idea of their choices. For example, the sentence «*Food and drinks are provided with many different exotic cuisines in the hotel*» should be rewritten as «*The hotel offers French, Italian and Japanese cuisines as part of its F&B service*» [4]. Too often and inappropriately the words *supreme* and *glamorous* are used.

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LOS MEDIOS DE LA TRADUCCIÓN DE LOS EQUIVALENTES FRASEOLÓGICAS

La traducción de los fraseologismos es uno de los problemas más importantes en el ámbito de la lingüística y la traducción. Traduciendo los fraseologismos es importante crear un texto, que sea el más cercano al original en cuanto a su sentido, organización estructural y el estilo.

Se puede suponer que la traducción de la mayoría de los equivalentes fraseológicos absolutos del español al ruso se realice mediante un calco. Por ejemplo: *"trabajar como un negro" – "трудится как негр", "como una tumba" – "как могила", "tomar el toro por los cuernos" – "взять быка за рога"*. Gracias a los ejemplos anteriormente citados se puede notar que esta manera de traducir permitió reservar la estructura de componentes de los equivalentes fraseológicas, su organización estructural y gramatical y transmitir el sentido con una connotación estilística adecuada.

En el proceso traductológico de los equivalentes fraseológicas del español al ruso también se utiliza activamente la adaptación. Por ejemplo, *"no me rece la pena"* y *"не стоит труда"* están en relación de equivalencia parcial. La discrepancia entre las unidades fraseológicas se refiere a la traducción de uno de sus componentes.

La transposición como un medio de la traducción sugiere ciertos reemplazos gramaticales y transformaciones sintácticas. Por ejemplo, *"ver por sus propios ojos"* y ruso *"увидите собственными глазами"* se equivalen parcialmente. El tipo de organización estructural y gramatical en equivalentes fraseológicas españolas se difiere de los rusos por la presencia de la preposición "por". Por eso, en este caso, se utilizó la transposición.

En algunos casos durante la traducción nos encontramos con el problema de la selección de la correspondencia léxica. Por ejemplo, en ruso hay un proverbio *"не так страшен черт, как его малюют"*, lo que se traduce al español como *"el diablo no es tan malo como lo pintan"*. El uso de estos equivalentes fraseológicos coincide. Por lo tanto, los medios principales de la traducción de los equivalentes fraseológicas al español son: el calco, la adaptación, la transposición y la forma léxica de la traducción.

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SLANG: PROBLEMS OF DEFINITION

Slang appears to be a part of everyday life and distinct the groups or subgroups of humanity. The majority of slang goes back to the point in human culture and history, and as this aspect of human's life changes the slang does the same. Slang is employed to convey a certain emotional and psychological attitude. Jorgen Amari thinks that Rap and Hip Hop have contributed a great deal to the vast pool of slang, whereas the Mafia with its relatively long history of criminal activity in America has contributed very little [1].

It is necessary to mention the linguists who have made efforts to define clearly what this linguistic phenomenon constitutes. They are T. Dazell, P.Dickenson, C. Eble, W.D. Folsom, E. Partridge, B.A. Kipfer, R. Gibbs, J.Amari etc.

Walt Whitman defined slang as "an attempt of common humanity to escape from bald literalism, and express itself illimitably ... the wholesome fermentation or eructation of those processes eternally active in language, by which froth and specks are thrown up, mostly to pass away, though occasionally to settle and permanently crystallize" [1].

Taking as a basis this definition, Eric Partridge distinguished special features of slang and provided a list of some reasons why people use slang, the main of them are: 1) for fun, 2) for being "different", 3) for bringing novelty, 4) for being picturesque, 5) for enriching the language, 6) for showing belonging [2].

Following the approach it was point out that slang cannot be identified by any appeal to form, meaning, or grammar or as a component of any kind of autonomous linguistic system. On the contrary, it is to be identified by its social consequences. Since, B. Dumas and J. Lighter put forward four criteria for slang definition:

1. It lowers the dignity of formal discourse.
2. It indicates the speaker's familiarity to the audience.
3. It is a tabooed term in high class speaking.

4. It replaces the conventional synonym, especially in order to protect the speaker from the discomfort caused by the conventional item or annoyance of further elaboration [3].

According to Connie Eble, despite the difficulties of defining the term, slang does have some consistent characteristics. Slang is lexical rather than phonological or syntactic. Also slang follows the same productive morphological processes as the ones responsible for the general lexis, such as compounding, affixation, shortening, and functional shift. It must be added that body language and intonation are often important in indicating that a certain word or phrase is to be interpreted as slang [4].

Later, Jonathan Lighter considered slang to be "an informal, nonstandard, nontechnical vocabulary composed chiefly of novel-sounding synonyms (and near synonyms) for standard words and phrases; often associated with youthful, raffish, or undignified persons and groups; and it conveys often striking connotations of impertinence or irreverence, especially for established attitudes and values within the prevailing culture" [5].

While identifying slang the problem of its differentiation and jargon arises. A number of scholars, including E. Partridge, consider the word "slang" to be a synonym to "jargon" [4, p.3]. But modern Russian researches tend to cover the gaps, especially in definition of "jargon", which it is to be understood as "a linguistic variety, social dialect different from the common vocabulary in a special range of lexis which specific usage is a peculiar feature of some social, professional groups with the shared interests" [6].

As to N.O. Orlova, slang is characterized by the social isolation to some extent, not of a specific nature but of an integrated one, as it is not aimed at social and professional fields, different layers of society can use it. Thus, it is possible to define such features of slang as a widespread common usage and a derived nature (from jargon) [6].

A. Schweitzer highlights the high expression of pragmatic and semantic load of this linguistic phenomenon as well as the subjectivity of social rules and values of social groups [7].

Therefore, as slang appears, it continues to trample over hierarchies and linguistic prejudices. Its usage cannot be limited by the special social or professional groups (apart from jargon) and its choice is to be predetermined by the values of society in whole which establishes and regulates the linguistic norms for different situation. Eventually, slang may be regarded as a linguistic style, containing play on word, irony and other stylistic devices that help to respond the situation, reflect it and express the hidden (sometimes) meanings.

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LES EMPRUNTS A L'ANGLAIS AU QUEBEC ET EN FRANCE

Les emprunts ce sont des mots ou des phrases (souvent incomplètes et inexactes) venus d'une langue à une autre. On les appelle aussi auto loanword. Emprunter en langues est l'un des facteurs les plus importants dans leur développement. Selon la langue à partir de laquelle le mot a été emprunté ces mots sont appelés anglicismes, arabismes, germanismes etc.

Pierre Martel est linguiste et professeur québécois, qui résume ainsi le phénomene des écarts lexicaux du français au Canada. Il y a deux types d'écarts lexicaux : conservatismes, qui comprennent dans les archaismes (ex. paistre) et dialectismes (ex. serrer-dans le sens ranger) ; et innovations, qui comprennent dans les emprunts (anglicismes et americanismes) et créations.

Le traitement des emprunts à l'anglais ou à d'autres langues suppose qu'on soit en mesure de les reconnaître, d'où l'intérêt d'établir une typologie. Beaucoup de ces emprunts ont subi des changements de sens par rapport à la langue d'origine.Les emprunts peuvent étre naturalisés :morphologiquement(par exemple, ***balcone*** est devenu ***balcon***, ***riding coat*** est devenu ***redingote***, ***peanut*** est devenu ***pinotte*** au Québec.)et phonétiquement (par exemple, ***to jog*** est devenu ***jogger***).

Le suffixe –ing créé de nouvelles unités lexicales n'ayant pas le méme sens ou n'existant pas en anglais. Par exemple, ***dancing*** lieu où on dance, ***footing*** course à pied.

On appelle les emprunts structuraux des termes traduits littéralement d'une langue à une autre. Le statut sociolinguistique des emprunts au Québec convient de faire une typologie des écarts :les emprunts lexicaux stricts-ce sont des unités lexicales pour lesquelles il n'y a pas de correspondance en français(ex.le ***carter*** d'une automobile) ; les xénismes-ce sont des unités lexicales empruntées pour faire chic ou jeune.(ex. C'est ***cool***).

En France les xénismes sont très répandus chez les jeunes et dans le milieu des affaires, ainsi on peut noter qu'en québécois on a plutôt affaire à des emprunts qu'à des xénismes contraints.Cela entraine le jugement des puristes québécois qui soulignent que l'emploi de certains anglicismes instrumentaux c'est incapacité de nommer les choses et le manque d'éducation. Ainsi au Québec on trouve un certain nombre d'emprunts instrumentaux, notamment dans le domaine de la mécanique et de l'automobile. Au Canada le secteur secondaire est dominé par les anglophones :FQ-FF 1)truck- camion ,2)bumper -pare-chocs, 3)runner -faire marcher, 4)jack- cric, 5)muffler-pot d'échappement.

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TRANSLATION OF IT TERMINOLOGY

In recent decades, linguists and specialists in various fields of science and technology have paid their attention to problems of private-sector terminology, because of the increasing flow of scientific and technical information, process integration, interfacing science, strengthening the processes of creating of the terms.

A term can be defined as a word or a group of words which are used for a description of different things or sometimes they are used for expressing concepts. These words or word combinations are used in specialized scientific or technical fields. Termsare principal partsof the linguistic system in general. They are part and parcel of texts of different discourses. The terms differ from other categories of words with its vast information saturation.

Each field of science or technic has its own terminological system. IT technology has a lot of terms understanding of which can be difficult. This sphere of knowledge is quite new and there are a lot of neologisms in the texts. The first thing the translator must do while translating terms is to determine which way to translate them. Upon renderinga translator brings two linguistic systems, one of which is explicit and stable, and the other one is potential and adapted.

The translation of terminology is carried out by various methods, such as using the following grammatical and lexicaltransformations.

The purpose of the interpreter is to choose the method during the translation process, to convey the meaning of any termas closely as possible. One of the simplest methods of translation of the term is taking transcoding. Transcoding is rendering letter by letter with the alphabet of the target language. Also it is possible to use descriptive translation. This method is used when translating the latest copyright terms, neologisms, served usually in quotation marks. But the most commonly spread ways of rendering the meaning of the term is using the equivalent or analogue.

To conclude, we can say that translation of terms is a very difficult process which requires a lot of skills and experience from a translator. While dealing with IT technology terms we should take into account that a lot of such terms are new coined and they are not fixed in the dictionaries. This complicates the whole process forcing a translator to look for new methods and ways to make an adequate translation.

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EL SABER DE BASES TRADUCTOLÓGICAS DE LA LENGUA COMO PRENDA DE ÉXITO EN LA TRADUCCIÓN

Se sabe que la traducción es un medio de la comunicación interlingüística donde el traductor hace posible el intercambio de la información entre los usuarios de diferentes lenguas produciendo en la lengua-meta o la lengua de traducción un texto que posee un valor comunicativo idéntico al texto de la lengua original. El texto de la lengua-meta no es completamente idéntico al de la lengua original tomando en cuenta su forma y el contenido debido a las limitaciones o divergencias gramaticales, sintácticas, semánticas o estilísticas entre las dos lenguas, aunque tales diferencias son evidentes y fácilmente identificadas por un especialista que se dedica al estudio de la lengua y pone constantemente su conocimiento en práctica. Es aconsejable recibir el texto de tal manera como si uno fuera su creador y hacer todo lo posible para que su traducción sea publicada, citada, criticada y que despierte envidia en los que puedan equivocarse del origen de su texto traducido de un idioma al otro. Las divergencias a nivel gramatical, léxico-semántico, pragmático o estilístico son las que despiertan la necesidad de emplear varias transformaciones que facilitan el proceso de la traducción.

Merecen reseñarse las causas y los factores principales de los que depende la opción de esta o aquella transformación traduciendo un texto original según las normas de la lengua-meta. Los factores principales del empleo de las modificaciones gramaticales, léxico-semánticas y estilísticas son: la función sintáctica de la oración; la estructura semántica y matices léxicos de la oración; la estructura del sentido de la oración; el contexto de la oración; la función estilística – expresiva o emocional de la oración, mientras que las calidades diferentes de un mismo fenómeno o noción en el significado de una palabra en dos lenguas a nivel comparativo; la diferencia en la estructura semántica de la palabra; la combinación diferente de las palabras; el uso tradicional de las palabras en dos lenguas en contraste son las causas básicas del empleo de varias transformaciones. Se puede constatar que los factores y las causas de los que dependen las modificaciones léxico-semánticas son casi los mismos cuando abordamos las transformaciones gramaticales, sólo en este caso se refieren principalmente no a nivel gramatical, sino a nivel léxico-semántico.

En conclusión, cabe decir que el traductor o intérprete figuran como intermediarios, los que recurren a hacer múltiples pasos para poder interpretar lo “transmitible e intransmitible” recorriendo el proceso de la traducción desde su núcleo hasta su capa con un sólo propósito – realizar su trabajo.

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LITERARY DISCOURSE AND PECULIARITIES OF ITS TRANSLATION FROM ENGLISH INTO UKRAINIAN LANGUAGE (BASED ON E. POE’S WORKS)

Edgar Allan Poe played an important role in the development of world literature. His works comprise the most complex phenomena in the American literature that still causes many arguments, despite the large number of studies conducted (especially, since the second half of the twentieth century).

Researchers are still astonished at the diversity of his works, the depth of insights that became clear only in the twentieth century, innovations in the themes and forms. Besides, all the observations were made immediately, from his early youth, as though he had not lived a one short life, but many different lives for the whole generation.

A variety of the tropes used by Poe in his short stories provided the ground for this investigation.

Literary translation of prose or poetry is a real art work. Therefore, a literary translator is the writer who creates a book for a reader. During literary translation the atmosphere of the story and the style of the author should be fully preserved. Therefore, we consider that the main goal and the biggest problem of literary translation is the preservation of idiostyle.

Idiostyle (individual style) is a system of content and formal linguistic characteristics peculiar to the works of a particular author that embodied the unique author's way of linguistic expression in these works. It is almost impossible to determine the individual characteristics of the author's style without more or less broad comparisons:

1) with the literary language of his times as a norm against which specific features of originality are revealed, the extent of the deviation;
2) with individual styles of other writers – his contemporaries or predecessors.

Any serious study of the writer's style cannot be completed without these comparisons.

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LEXICAL AND GRAMMATICAL PECULIARITIES OF AN ABSTRACT OF AN AUTHENTIC ENGLISH RESEARCH PAPER AND THE PROBLEMS OF ITS TRANSLATION

It is common knowledge that in today's globalized world it is almost impossible to cope with the huge flow of information. However, the secondary sources of information, in particular abstracts make this task much easier. The scientific style of speech is used in research papers to present results of investigation. The academic writing occupies a leading position among other subtypes of academic speech. Abstract belongs to a genre of academic writing.

The paper addresses a highly relevant topic because the structural peculiarities of English abstracts belong to that sort of issues, which cause a major problem for linguists. At various times such scholars as A. Grechikhin (1988), M. Kushnarenko (2006), H. Vlasova (2006), K. Hyland (2004), T. Yakhontova (2009) carried out an abstract research. Such famous scientists as E. Breus (2001), V. Karaban (2003), V. Komisarov (2002) studied the problems of translation of scientific texts. H. Vlasova A.A. Grechikhin, M. Kushnarenko, studied general properties of an abstract. Prof. T. Yakhontova (2009) in her academic study introduces an abstract of a scientific article. However, there was an investigation gap concerning the study of lexical and grammatical peculiarities of an authentic English research paper abstract, which makes it impossible to summarise all findings by giving attention to this genre of academic writing. Here we attempt to examine lexical and grammatical peculiarities of English authentic abstracts and the problems of its translation.

During our research we very thoroughly analyzed abstracts of English research papers or scientific articles from lexical and grammatical perspectives. Taking into consideration that abstracts were professionally oriented, we paid attention to terminology, science clichés, expletives and word-combinations. Having examined the grammatical level, we found that simple sentences are predominant in abstracts; the main tenses used are: Present Simple, Present Perfect and Past Simple. We also found that impersonal, passive, Gerund an infinitive constructions are widely used. When dealing with the most typical reasons, which may cause problems of translation of abstracts, we can put emphasis on the following: the difference between English and Ukrainian languages, grammatical categories, forms and constructions, polysemy of words (terms), translation of neologisms, pseudo-internationalisms.

To conclude it is necessary to state that our investigation allowed using the particular set of lexical and grammatical means in abstracts, which helped us to avoid typical problems of translation.

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THE DISTINCTIVE FEATURES OF ENGLISH BUSINESS CORRESPONDENCE

It is clear that we cannot imagine any business deal without business papers. They have always played a crucial role in the business world as business correspondence involves communication between partners and organisations across the globe. There are different types of business correspondence, which are used to conclude agreements. Among them we can place emphasis on the following: enquiries, letters of claim/complaints, application letters, letters of approval/dismissal and recommendation letters. The official norms are applied to every type as the lexis differs gradually from that of the general English due to its narrow business usage.

Being the most conservative, the style of the business correspondence preserves the structure, use of syntactic constructions, and archaic words. There are also several lexical and syntactical regulations regarding addressing and signing documents. It is prohibited to use emotionally coloured words and subjective modality as far as the target audience is usually represented by different corporate and business groups, which use a particular set of language units, terms, phrases and expressions. The style of business correspondence is usually employed when it is necessary to state conditions or bind the parties to undertake and to reach agreement. That's why we can observe the abbreviations, words in their dictionary meaning and lack of emotiveness in the texts. Moreover, utterances with different communicative aim are not combined into one sentence and syntactic constructions have the same value as the vocabulary.

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PECULIARITIES OF PROVERBS AND SAYINGS TRANSLATION

Proverbs and sayings are an integral part of the national culture, which reflects the history of country, its social structure and way of life, values, mindset and character of the people. Therefore, comparison of proverbs and sayings, which belong to different nations, shows how much they have in common that helps their better understanding and reconciliation. However, their translation, adequate for understanding of the recipient, poses a significant challenge for translators, that determines the topicality of the research subject.

Many scientists, including L. F. Dmitriev, N. M. Zhalgasov, V. N. Komissarov, A. V. Kunin, S. E. Kuntcevich, E. A. Martinkevich, N. F. Smirnov, V. Usenova, have investigated the problems of adequate translation of proverbs and sayings.

Most researchers allocate such ways of translating proverbs and sayings, as full equivalent, partial equivalent (partial lexical or grammatical equivalent), overtone (contextual) translation, calque, literal and descriptive translation.

However, full compliance between proverbs and sayings of different nations is very rare, this group includes mostly the international phraseological units based on the mythological and biblical legends, and historical facts, as well as some proverbs, such as: habit is a second nature – *привычка – вторая натура*. Larger group is formed by partial equivalents, which contain grammatical, lexical, or both differences at the presence of the same meaning and stylistic direction. For example: hawks will not pick hawks' eyes out – *ворон ворону глаз не выклюет*. Such method of translation as calque is possible when only the literal translation can convey the true content of all phraseologism, for example: love me – love my dog – *любишь меня – люби и мою собачку*. Literall translation differs from calque that it is distorting the meaning of the translated speech. For example, you get nonsense, if translated literally: see the elephant – *приобрести жизненный опыт*. Descriptive translation is interpretation of phraseologism translation due to lack of equivalents in the target language: to have butterflies in stomach – *нервничать от страха*.

The greatest difficulty in translation of phraseologisms is their recognition in speech or text, because the nature of most their components does not differ from ordinary words, which leads to their translation at the word level and distortion of the text perception. In addition, they have national specific nature based on realities, proper names and images known only to the residents, for example: shake the pagoda-tree – *быстро разбогатеть, нажиться*; pagoda (hist.) – old Indian gold or silver coin.

In conclusion, it should be noted that, despite the existence of many ways of translation, the actual process of translation of proverbs and sayings is not limited with the selection of linguistic correspondences, but is a complex process, in which, besides the experience of translator, influence target reader, and a set of cultural knowledge of potential recipients.

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CHARACTERISTICS AND DIFFICULTIES OF TRANSLATION OF TERMS AND TERM-PHRASES

In the vocabulary of the language a great place belongs to the terminological vocabulary, the number of which is growing considerably all the time. The terminological vocabulary includes all words that are combined in the language under the name terms. The term is a special word or phrase that is used for the exact expression of the notion of any branch of knowledge – science, technology, economics, social and political life.

Nowadays the relevance of the study of terminological systems is determined by the emergence of new terms for new objects of study, and the emergence of new terminology. Studying of the term is held by specialists and linguists in various fields of knowledge. Extralinguistic factors led to appearance of borrowings and internationalisms, which account for the vast majority of new terminology. Among the reasons for involvement in the Ukrainian language vocabulary of English terms the absence of the native language equivalent word for the new object, concept, or person, the trend in savings linguistic resources is pointed out. It is known that the main feature of the term is its correlation with the concept of relevant knowledge. Describing the semantic structure of the term-phrase, it is important to find something common and invariant. Terms are phrases which differ from common words because they have a definition that reveals the most important features of specific concepts.

The terminology of modern literary language is very rich and extensive in accordance with the existing in current knowledge society. The main method of translation of terms is the using of the lexical equivalent.Equivalent is a fixed lexical accordance that exactly matches the meaning of the word. The terms that have equivalents in their native language, play an important role in translation.They are the strong points in the text, they determine the value of the opening of other words, and they give an opportunity to clarify the nature of the text.Therefore it is necessary be able to find corresponding equivalents in the native language and to expand knowledge of the terms-equivalents.

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LANGUAGE PLAY WITH PRECEDENT PHENOMENA IN GLOSSY MAGAZINES (BASED ON GQ, ESQUIRE)

Language play with the precedent phenomena has not been profoundly studied, to our mind, despite a number of investigations covering not only the problem of precedence, but also the language play as a phenomenon in different discourses [2, p.48; 3, p.16; 7, p.25; 11, p.14; 13, p.55].

Precedence, as well as language play, represents a versatile and multifunctioning phenomenon providing the need for the complex description from the angle of polyparadigmality. Complexity and multifunctioning of these two phenomena comprise the problem of modeling the language play with the precedent phenomena [12, p.89].

Although the linguists have been examining the problem of language play and precedence for a long time, the modern science has few works about the types and functions of the language play with the precedent phenomena in mass-media discourse. And this fact stipulates the topicality of the work.

The material for the given investigation was taken from the glossy magazines GQ, Esquire both published in Russia and placed on the web-pages of these magazines. 20 Russian issues of the magazines for the period of 2012-2013 have been analyzed, 81 cases of precedent phenomena with the language play characteristics have been found.

The term “precedence” and the derived words are widely used in the modern linguistic literature. Its appearance is attributed to the works of Yu.N. Karaulov who was the first to introduce the notion of “precedent text”, under which he meant the text of high cognitive and emotional importance, being of “super-personalized nature”, i.e. it is well-known to the wide public, and it is repeatedly appealed to. According to the scholar, this notion includes the quotations, the names of the characters and authors as well as the texts of non-verbal nature [6, p.55].

As a rule, the print media provide the addressee with the finished linear text offering minimal level of variations in reading and interpreting as its main purpose is to convey the relevant facts, events and their analysis.

Ludwig Wittgenstein was the person who introduced the theory of game and language functioning. Austrian philosopher, logician, linguist was the founder of the term "language play" in its wide sense, under which any human activity connected with the language is a game. The recent studies have shown the narrow interpretation of the term "language play". A range of works studying the problem of language play has interpreted this notion as intentional deviation from the norm, opposed to a language mistake being unintentional deviation. In particular, T.A. Gridina states: "Language play leads to the emergence of other (than usage and norm) means of expressing a particular content or objectifies a new content while preserving or changing the old form" [2, p.44]. Thus, language play conventionalizes the margins between the codified language and speech; it is "bidirectional in the respect of language and speech" [2, p.63]. The author reveals the boundary, paradoxical cases of linguistic sign functioning that are connected with "deautomatition and breakage of a linguistic stereotype" (the terms belong to T.A. Gridina).

Nowadays, there is a tendency of language play using in mass-media texts. Language play with the precedent phenomena is a frequent tool of glossy men's magazines.

Лучше Dunhill в руках (About a brown suitcase as an object of will) [GQ, April, 2013].

The source is a Russian proverb *Лучше синица в руках, чем журавль в небе*. The second part symbolizes something indefinite, far from existence [1, p.229]. In the given precedent phrase *Лучше Dunhill в руках* they have used such type of transformation as the introduction of foreign word without translation and graphic adaptation. In this case the usage of transformation as a communicative tool, realizing the tactics of language play, is necessary for forming a positive image of the given brand. Dunhill bears the image of something alluring and attainable that makes the reader find it "advantageous".

ГУМа палата (About renewed boutique LOUIS VUITTON in GUM) [GQ, April, 2013].

The source is a phraseological unit *Ума – палата*. It is used while describing a person as of high intelligence [10, p. 308].

Comparison of the original utterance and the given precedent phenomena can be shown as an intertexual chain: Ума – палата → ГУМа – палата. In this case we can observe the associative overlay, notably the play with the homonymy of occasional type. An occasionalism "Гума" was created thanks to the repetition of the first part of a set expression "Ума" while changing the initial sound. As a result, we have a unique rhymed attachment.

Thereby, the intentional breakage of set expression makes the habitual phrases bright and catchy.

GQ style (Advertisement of fashion collection spring-summer 2013

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from the famous French designers)[GQ USA, February, 2013].

The source is the title of the book written by Ines de la Fressange: “Parisian Chic: A Style Guide”.

The given precedent phenomenon connected with the graphic highlighting of the meaningful elements show the aspiration for language play. The main point is to single out the part of the word/phrase that is to be accepted as the most “active” component forming the original meaning.

Understanding of the language play with the graphic highlighting is impossible without visual contact. Consequently, to attract attention of the potential reader and make him to buy the goods/services mentioned in the advertisement is possible with the help of visualization.

Первый проканал (the article is about the prior decisions made by different state heads (Vladimir Putin, Barack Obama, George W. Bush and others) as soon as they were appointed to the position) [Esquire, January, 2013].

The source is Channel One («Первый канал») being the first television channel to broadcast in the Russian Federation with the audience of 98.8 % of the Russian population.

The given precedent phenomenon contains the slang expression *проканал* derived from *проканать* in the meaning of “being suitable” [9, p.248]. This phenomenon coincides with the so-called “linguistic fashion”, “chase” for the prestigious forms. Such type of language play is perceived easily and humorously by men who comprise the target audience of GQ, Esquire.

One should compare the view of I.G. Miloslavskiy who grounds the use of slang within the language play on the fact that “we run out of the existing words with the established meanings, thus there is a craving for individual linguistic creativity” [8, p.61].

Данильное небо (interview with Danila Kozlovsky, who played the role of Valeri Kharlamov in the film “Legend No. 17”) [GQ, April, 2013].

The source is Vanilla Sky («Ванильное небо») – English-language remake of the 1997 Spanish film, Open Your Eyes, which was written by Alejandro Amenábar, made by Cameron Crowe in 2001 where Tom Cruise played the main role.

Пока все Тома (Rollo Press Publishing where all print production ever appeared in Simpsons is catalogued) [Esquire, July, 2012].

The source is «Пока все дома» – TV entertaining programme broadcasted by Channel One since November 8, 1992.

On the contrary, these precedent phenomena are based on such type of language play as the transformation of common name into proper one.

Thus, language play is used to add expressive stylistic colouring to the utterance or to produce a bright humorous effect that will undoubtedly trigger interest of the readers.

Через тернии к «звёздным» (about new episodes of Star Wars) [GQ, April, 2013].

The source is Latin phrase *Per aspera ad astra*.

It is supposed that this phrase is based on the excerpt from Seneca's "Hercules furens" – "Through hardships to the stars" [14, p. 425].

The given precedent phenomenon is based on "associative provocation" principle (the terms belong to T.A. Gridina): the paradoxical substitution for the lexical composition of the set expression *Через тернии к звёздам* is observed. Game intention is intensified by the speech insufficiency of the phrase *Через тернии к «звёздным»* demanding the reader to supplement the structure.

Мыло, но прошло [GQ, April, 2013]. The article is about special soap set produced by Caswell Massey, the oldest personal care company. It also mentions the facts from the history of America. The source is the title of the song «*Было, но прошло*» performed by Sofia Rotaru.

Бот, новый поворот! [Esquire, January, 2012] The interview of Daio Ibitoie, a blogger, who tells about the spam from Nigeria, received throughout the world.

The source is the lyrics of the famous song «*Поворот*» performed by band «*Машина времени*», written by A.Kutikov and A. Makarevich in 1979: *Вот новый поворот, и мотор ревет,// Что он нам несет – пропасть и взлет, омут или брод…*

The given units are based on the play with paronomasia: «*мыло*» instead of «*было*», «*бот*» instead of «*вот*». Instability of phonetic structure, its quasi-belonging to such a familiar word enables correlating with the authentic meaning as well as with the other – logically incompatible.

Thereby, after examination of language play in the glossy men's magazines we can assume that it is one of the most pragmatically oriented means of bridging an implicit dialogue with the reader. The idea to use the precedent semantics supports the intentional "tension" in author-reader line.

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TERMINOLOGY AND MEDICAL TERMS

Terminology studies terms and peculiarities of their use. Terms are defined as words or word combinations that in specific contexts have specific meanings, that may deviate from the meaning of these words have in other contexts and in common language. Terms are studied by terminology.

Terminology is a discipline which systematically studies the coining or designating of ideas particular to one or more scientific or technical fields or spheres of human activity. It is usually done through research and analysis of terms used in context for the purpose of fixing and understanding the consistent usage. Also the whole system of terms, which describe this or that scientific or technical field are call terminology. Terminology can be used by one or more languages or may have a focus on the use of terms in different spheres.

Medical terminology is the specialized vocabulary used in medical field by people who are closely connected with this field. Within this field, terms have one or more specific meanings that differ from the meaning in common use.

Any medical term and its definition is formally recognized, documented, and taught by educators in the field. There are terms which are more colloquial, they are coined and used by practitioners in the field, and are similar to slang.

Medical terminology is used by experts in a field to make communication easy and fast, but this terminology can be difficult for understanding for those, who are unfamiliar with the particular specialized language of the group. This can cause problems and misunderstanding as, for example, when a patient is unable to realise what medical practitioners are talking about, and thus cannot understand his own condition and treatment.

Medical terminology is a language that is used to describe accurately the human body and its components, conditions and processes.

In the process of coining medical terminology, certain rules of language can be applied. These processes are very difficult and are closely connected with the development of the language. Understanding of these processes can make the translation of scientific and technical texts easier.

The use of a specialized dictionary or electronic dictionaries is most helpful in learning the exact meaning of a medical term. However, if the basic concepts of word building are understood, many words are understandable.

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PASSIVE VOICE. ITS EMPLOYMENT AND TRANSLATION IN THE NOVEL “THE PAINTED VEIL”

In traditional grammar passive voice is a verb form (or voice) in which the grammatical subject receives the verb's action. The most common form of the passive in English is the short passive or agentless passive: a construction in which the agent (that is, the performer of an action) is not identified. The formation of passive voice consists of the appropriate form of the verb to be and also a past participle.

Though style guides often discourage use of the passive, the construction can be quite useful, especially when the performer of an action is unknown or unimportant. It is important to study the passive voice to emphasize on the object of an action, more than on the person doing that action.

Passive voice is widely used in books of different styles. It is common knowledge that the quantity of the passive voice constructions in English to a greater degree bigger that in Ukrainian. Clearly, this is not reflected in translation since English passive constructions are wide from always mirrored in Ukrainian sentences. For example there are some sentences from the novel "The painted veil", where it is shown that passive voice is far-famed in the classical literature:

1) "*She was faintly disturbed* by what mother had said her after the dinner." *Вона була* занадто стурбованатим, що сказала матір після вечері.

2) "Actually *she was offered* a *better life* of some sort of somebody or other." Насправді *їй пропонувалось краще життя* ніж у когось іншого.

3) "She is *prepared* to sacrifice everything to satisfy their earning." Вона *ладна* пожертвувати всім, аби здійснити своє прагнення.

4) "Why don't you answer *when you are spoken to*?" Чому ти не відповідаєш, *коли я до тебе звертаюся*?

The passive construction has the same meaning of the tense as the active construction, and the same adverbs of time are used with the tenses in the active and in the passive. It is useful to keep in mind that such times as the present perfect continuous, past perfect continuous, future perfect continuous, and future continuous are not used in the passive voice constructions.

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PROBLEMS OF TERMS TRANSLATION

In the process of terms formation translators often employ such a method as word compounding, when the meaning of each part of the translated term is definitely known. In this case the whole words or word's roots are combined into one term.

Sometimes English term formed by this method gains additional connotation which significantly differs from the original amount of semantic components in its composition. Typically, new terms are compound nouns or adjectives formed from two nouns, the adjective and noun or verb and noun. Components of the English word can be connected with an additional vowel or a hyphen. In this way, in the English language is formed, for example, the noun "airlock" (air lock), consisting of foundations air + lock.

In some cases, the meaning of origin components in Russian is significantly different from origin components in initial language. This semantic shift occurs in the so-called process "false compounding" when the new term begins to be employed in the branch, far from the original meaning. As an example, the term "teeter-totter structural integrity tests", which is translated into Russian as "вид вибростендовых испытаний конструкции летательных аппаратов на прочность." Analyzing parts of the term in English , you may find that "teeter" means " качаться на качелях", "totter" – "трястись, колебаться." Correlating the amount of components and context, we can assume that in this case we are talking about some kind of vibration tests using aircraft designs. However, what exactly is being tested and which process being described- is unclear.

So, for making the process of term translation clear and more understandable it must be made further analyses of terms with the help of specialized literature and dot the i's in dictionaries.

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INSIGHT INTO POLITICAL DISCOURSE

Political communication has repeatedly drawn the attention of researchers who are members of many different areas of scientific knowledge. The relation between language and politics is clear: any political regime can not exist without communication.

The study of political discourse has been around for as long as politics itself. The emphasis the Greeks placed on rhetoric is a case in point. From Cicero to Aristotle the concern was basically with particular methods of social and political competence in achieving specific objectives. While Aristotle gave a more formal twist to these overall aims, the general principle of articulating information on policies and actions for the public good remained constant. This general approach is continued today. In recent years, the study of political discourse has been quite actively conducted in the Republic of Belarus. It should be noted a series of monographs "Research Methodology of political discourse", edited by I.F. Uhvanova-Shmygova.

In linguistic literature, the term "political discourse" is used in two senses: the narrow and broad. In a broad sense it includes forms of communication, in which to the political sphere refers at least one of the components: subject, destination or content of any message. In a narrow sense, the political discourse is a kind of discourse aimed at conquest, preservation and exercise of political power.

The speech itself, as shown by E. Coseriu, is already “politically loaded” as a sign of solidarity with other members of the community who use the same language. Sometimes it – like the midst of a link between thought and action – has always been “the most important factor for the establishment of political oppression, economic and social discrimination”.

Political language differs from the usual in such aspects:

- “political lexicon” is terminological, and usual, not purely “political” linguistic signs are used not always the same as in ordinary language;

- specific structure of discourse – the result of sometimes very peculiar speech techniques;

- implementation of discourse is also specific – sound or written form of it.

Political discourse can be viewed with at least three points of view:

- Purely philological – like any other text, however, with the “peripheral vision” the researcher looks at the background – political and ideological concepts that dominate in the interpreter’s world,

- Sociopsycholinguistical – when measuring effectiveness in reaching hidden or explicit – but certainly political – purposes of the speaker,

- Individual-hermeneutic – in identifying personal meanings of the author and/or interpreter of discourse in certain circumstances.

Purpose of political discourse – “not just describe, but persuade, awakening in the destination intentions, give ground for belief and inspire action”. Therefore, the effectiveness of political discourse should be determined with respect to this goal.

Understanding of the political discourse assumes background knowledge, expectations of the author and audience, hidden motives, plot schemes and favorite logical transitions that exist among the concrete era.

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LA LANGUE BASQUE: ISOLEE, MAIS PAS OUBLIEE

‘Euskera’ ou la langue basque est le mystère du monde scientifique. La complexité du basque consiste en fait notoire que le basque est une seule langue isolée dans toute l’Europe. D’après le groupe indo-européen le basque est hors la classification avec les langues telles que: les langues finno-ougriennes (finnois, estonien, same ou lapon et hongrois), le turc, les langues sémitiques (le maltais), quelques langues caucasiennes et la langue japonaise.

Malgré les tentatives différentes de répondre à la question d'actualité 'd'où vient le basque?', l'origine du basque est inconnue jusqu'à nos jours.

Il y a beaucoup de théories d'origine de la langue basque. Par exemple, il y a l'opinion que le basque est la seule langue survivante du groupe paléolithiques. Selon cette hypothèse le basque était parlé par les gens de Combe-Capelle. Les ethnologues examinent que les premières hommes sont venus de l'Est environ de 4.000 à 10.000 ans avant notre ère. Le pays basque était l'asile pour les gens Combe-Capelles pendant la dernière glaciation. En général, 'euskera' était comparé avec les langues telles que: le japonais, le coréen, le géorgien, le tchétchène, le wolof, le berbère, les langues dravidiennes et les anciennes langues ibériques.En tout cas, plus la langue basque est comparée avec d'autres langues, plus il semble d'être la plus isolée.

Le basque d'aujourd'hui est parlé dans les mêmes territoires où il était parlé au début de notre ère et bien avant. Ces territoires sont: le Pays Basque, y compris les provinces telles que de Biscaye, d'Alava, de Guipùzcoa et de Navarre qui se trouvent en Espagne. Sauf Espagne le basque est aussi parlé au département des Pyrénées-Atlantiques en France. Le statut de la langue basque varie selon le territoire. Par exemple, le basque est co-officiel avec le castillan (l'espagnole standardisé)dans la Communauté Autonome Basque en Espagne. Toutefois, la langue basque ne dispose n'aucun statut en France.

Tout de même, Les locuteurs basques ont leur langue unique, leur culture originale, leur territoire bien isolé et leur caractère national qui forment leur identité. Aujourd'hui le basque est utilisé en tout lieu. L'administration, l'enseignement et les médias sont pénétrés par la langue basque. Grâce au caractère résistant des Basques et leur patriotisme, on a la possibilité d'assister au phénomène incroyable – l'existence de la langue qui a survécu malgré tous.

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PECULARITIES OF USING THE EMOTIONAL AND EXPRESSIVE LEXICON IN THE UKRAINIAN POLITICAL DISCOURSE AND THE PROBLEMS OF ITS TRANSLATION INTO ENGLISH

In the context of contemporary anthropological linguistic paradigm there is a need to study the scope of emotions. Despite the fact that emotions have been the object of investigation in linguistics (V.G. Gak, J. Lakoff, N.A. Krasavsky, V.V. Leontiev, V.I. Shahovsky and others) it still remains unresolved number of problems.

Russian scholar V.I. Shahovsky was the first who became interested in linguistics on the specifics of the concept "emotive lexicon" by developing in his dissertation study “The Categorization of Emotions in the Lexical-Semantic System” (1988). According to the scientistemotive lexicon is the vocabulary "with an explicit, well-known and constant emotivity that is adequately understood by communicants out of the context and in the context".

Emotive lexicon has features of emotional oneas a fact of psyche, and linguisticas the materialization.From the psychic phenomena – emotions – emotive lexicon borrowed the sensuality of a person to emotional situations, the emotional reactions to them, which are inherent in its own colour and evaluation of the situationsmentioned above.The material refers to the system of language means that is used to connote/ codifyemotions and the pragmatics of the communicative act.

Political lexicon translation implies application of the following translation techniques – transcoding, calque and descriptive translation. These techniques are most suitable for the preserving content and colour of a political lexical unit, which is translated.

Since the purpose of the translation political discourse is tocause the reaction of the target text recipients similar to the reaction of the source text recipients.The translator’s problem is complicated by the fact that political discourse appeals to a hierarchy of values relevant only within a particular culture for which political discourse is actually created.The translator should, above all, to correctly interpret the original text and then start searching means of the language translation that can pass a function of the original message, its pragmatism and emotion.An adequate translation cannot be literal because very often emotive lexicon or the concepts that are missing in the target language but exist in the original text require additional explanations or interpretations.The specific national realities especially speeches of individual politicians, theauthor'smetaphors and idioms that emphasize national character of political discourse always caused significant difficulties for translation.

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NEOLOGISMS IN THE MODERN ENGLISH LANGUAGE

Neologisms are the main feature of modern English scientific and technical literature. With the development of science, medicine, art and technology a lot of new words appear in the English language.

Neologisms (from Greek neo = "new" + logos = "word") can be defined as newly coined new coined word or phrase or a new meaning for an existing word, or a word borrowed from another language.

Most of neologisms do not live long as they are coined to be used at the moment of speech and for the particular situation. Whether a neologism continues being as a part of the language it depends on many factors. There are different opinions on how old a word must be to no longer be a neologism. In this case a public acceptance probably plays much significant role than a time one. Another kind of acceptance of the neologisms is when the new words that come into extensive use in the society are then codified in dictionaries.

There are a few people who have already made various investigations into this area. Though a lot of linguists studied neologisms in their books (I.V. Arnold, L.G. Verba, M.I. Fomina etc.). For instance, according to Peter Newmark in his book «A Textbook of Translation» proposed to identify two existing lexical items with new senses and ten types of neologisms that are classified by their formation.

The following most common types of neologisms are defined in the modern English language:

a) Scientific. Example: quark, prion.

b) Technological. Example: laser, Podcast.

c) Political. Example: pro-life, islamophobia.

d) Pop-culture. Example: carb, prequel.

e) Imported. Example: tycoon, zen.

f) Trademarks. Example: Kodak, Xerox.

g) Nonce words. Example: supercalifragilisticexpialidocious.

Nowadays neologisms became very important in modern life, because there is the quick development of science and technology in the world, the new words in the field of mass-media, politics, economy, medicine, literature and art appear every day. Moreover, every language is like a dynamic system that changes and develops all the time. The number of words in a language is always increasing. which means that the vocabulary of a language is changing by introduction of new words and phrases into it.

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THE PROBLEM OF DIFFERENTIATING NEOLOGISMS AND OCCASIONALISMS

Language is like a dynamic system that changes and develops all the time. The vocabulary of a language is changing by introduction of new words and phrases into it. Traditionally new lexical units are divided into two types of lexemes: neologisms and occasionalisms.

Under the term ‘neologisms’ we understand as new coined word or phrase or a new meaning for an existing word, or a word borrowed from another language. A word can be considered as a neologism, when it has properly entrenched in the language, become sufficiently wide-spread and has been included in a dictionary.

Occasionalisms are words used once in some text or act of speech and not registered in dictionaries. Sometimes occasionalismis are called ‘authors’ neologisms’ individually created by writers and poets with the aim of making the text more expressive, attracting reader’s attention. Occasionalisms are closely connected with the context, they are fresh, unique and unusual and are not reproduced, like other lexical units, but are always newly-formed. They may be formed according to any word-building pattern.

Most linguists differentiate the terms «neologism» and «occasional word». D. Rozental and I.B. Golub claim that neologisms should be differentiated from occasionalisms, words created «occasionally». Occasionalisms in certain conditions of speech communication contradict the language standard and differ from usual ways of word formation in this language.

I.G. Semigalenko points out such features distinguishing occasionalisms from neologisms:

1) occasional words are created in speech directly for a particular situation; 2) the novelty of neologisms disappears in a period of some time and extraordinary and unfamiliar perception of occasional elements is their distinctive feature; 3) the appearance of occasionalisms in language is always unpredictable, they have so called facultative function; 4) occasional elements are very expressive because of unaccustomed perception and because of special concentration of content.

It is important to admit that creation of occasionalismis and neologisms – is an ongoing and continuous process. Thereby neologisms could be defined as some stable innovative elements, while occasionalisms are words which are used once in any text, or process of communication. Neologisms and occasionalisms are also differentiated by a number of features: common usage, authors awareness, ability to loss novelty, contextual dependency etc.

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FALSOS AMIGOS DEL TRADUCTOR

Una de las preguntas más interesantes de la teoría de la traducción es la de “falsos amigos del traductor”, que a menudo se observa traduciendo los préstamos internacionales. Según su significado, los préstamos internacionales pueden dividirse en tres categorías:

I. Las palabras que significan las nociones político-sociales y científicas, que integraron orgánicamente en el diccionario de la lengua que las adopta. Sin ellas la comunicación de las personas es imposible. El significado de tales préstamos en ambas lenguas coinciden, por ejemplo: *la revolución (esp.) – революція; la república – республіка; la constitución – конституція; la cultura – культура.*

II. Las palabras que designan las nociones de carácter especial. A menudo en cualquier contexto el sustantivo "*industria*" se traduce como "*індустрія*", el adjetivo "*indistrial*" como "*індустріальний*", aunque sería más correcto decir "*промисловість*", "*промисловий*".

III. Concretamente "falsos amigos" del traductor. Por ejemplo, la palabra "*contribución*" se traduce como "*внесок у справу*", "*сприяння*". El significado español de la "copia" ucraniana "*контрибуція*" es "*відшкодування збитків*" y se traduce como "*indemnización*", "*compensación*". La palabra "*machina*" se traduce en español como "*лебідка*" y no "*автівка*". En este sentido en español se usan las palabras "*máquina*", "*coche*", "*carro*", "*auto*". A su vez la palabra española "*auto*" puede también traducirse como "*акт*", "*вирок суду*", "*документ*".

Es decir, el traductor deba conocer no sólo el significado que une los pares de palabras sino muchos otros que no tienen correspondencias en la segunda lengua, porque el paradigma completo semántico forma la "imagen" individual de la palabra.

También se debe notar que una palabra puede tener los significados distintos y el traductor está obligado de escoger uno de ellos, lo más coherente. Seleccionando este significado es necesario tomar en consideración el contenido general del pensamiento, así como el estilo, género y contenido general del texto traducido.

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GENDER RELATED DIFFERENCES IN TRANSLATION

Gender studies are relatively new and unexplored branch of science, nevertheless there is a rapid growth of gender research dedicated to revealing gender features in language and ways of rendering them into other languages. Gender studies in linguistics trace back to the second half of XX century. The reason was the change of scientific paradigm, reconsideration of scientific principles of studying such categories as ethnicity, age and gender which before had been considered biologically determined. The problem of gender translation is examined in the works of such scholars as R. Lakoff,

A. Kirilina, E. Goroshko, O. Burukina, A. Vandysheva, A. Federova, E. Zhygaykova.

The importance of gender studies in translation is that each culture has a set of ideas concerning masculinity and femininity. Gender studies concentrate on cultural and socio-psychological factors which determine stereotyped images of male and female qualities, attitude of society towards men and women, form the mechanisms of commanding system on the basis of intersex differences in languages. The gender aspect is a problem for any translator as the quality of the text depends on the ability of preserving all the gender peculiarities of the source text in the target one.

The main gender differences in the English and Russian languages are apparent in the category of gender. Modern English is an analytical language and gender is considered to be exclusively lexical category and does not have any formal expression. The gender in English can be revealed by its correlation with personal pronouns (she, he, it) or with the help of the context. In contrast to English, Russian is a synthetic language and has developed system of endings which determine the gender of a noun. Such a difference in the language systems represents the main difficulty of translation. Consequently, ignorance of gender distinctions in the process of translation may cause misunderstandings, misrepresentation of the author's ideas, deformation of the content which is unacceptable in the translation.

All in all, such a language conflict cannot be solved but prevented. The interest of society to gender studies is growing, some fragments of language system have been thoroughly researched but studying of verbal communication is at the initial stage. In this view gender field is challenging and promising part of scientific research. In particular, as to the translation process, it requires the compliance with three aspects: national, individual and gender. But it can be stated that the gender factors are decisive in the choice of language means in the translation into the target language.

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CURRENT ADVERTISING HEADLINES TRANSLATION AND CLASSIFICATION PROBLEMS

Gently and insensibly advertising is taking more and more space in our lives. While entering a new market or offering a new product/service, international companies must invest a lot of money in advertising campaigns development. The success and sale of their product/service directly depend on this. Due to modern technology development and rapid changes in advertising market, new means to influence consumers, advertising texts translation has become a very actual problem at the moment.

Many researchers such as E. Pozdnyakov, A. Prokhorov, T. Pateman, B. Phillips, E. Semino, R. Mokshantsev, E. Orlova, M. Chernyshev, W. Scott, R. Barth, O. Vorobyov, H. Kaftandzhiev, A. Berger, T. Bex, G. Sook, A. Goddard, G. Myers had been working on advertising texts translation problems for decades.

The most important component of the advertising text is its headline.

Headline is graphically highlighted sign of the text, expressed by verbal and non-verbal resources of language, which is relatively auto semantic and completely original; unique text element that calls and/or describes the following text, predicts content, interprets the text, informing its additional meanings. Many scholars have equated the concept of "headline" and "slogan".

Among the most important functions of the advertising titles are:

1. describing the meaning of the following text;
2. consumer segmentation;
3. identification of goods/services;
4. sale of goods/services.

There is a plenty of advertising headline classifications according to the content, formal, syntactic, morphological and other characteristics. Until now there is no general classification that can merge different concepts. Every researcher uses either his own classification or takes the classification that fits his study in a specific way as a basis.

Advertising headline translation should be considered from the functional – pragmatic (functional – communication) adequacy standpoint. Under this concept, the key requirement is to reproduce the dominant feature of the original text and communicative intentions of the author, which must provide the necessary impact on the recipient (consumer).

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THE NOTION OF ‘DISCOURSE’

We can find studies of discourse in a variety of theoretical traditions which investigate the connection between language, structure and agency. The concept of ‘discourse’ is the subject of heated discussions. It became one of the key critical terms in the vocabulary of the humanities and the social sciences, that`s why it is small wonder that it is very controversial issue. Discourse covers the use of spoken, written and signed language and multimodal/multimedia forms of communication, and isn’t limited to ‘non-fictional’ (e.g. stylistics) nor verbal (e.g. gesture and visual) materials. Although first linguistic approaches judged the notion of discourse to be larger than the sentence, phenomena of interest can range from silence, to a single utterance to a novel, a set of newspaper articles or a conversation.

The works of such well-known scientists, as E.Kubriakova, O.Aleksandrova, E. Kirov and V. Karasik have been central to the notion of discourse.

According to V. Karasik ‘discourse’ is ‘text, immersed in the situation of communication’, admitting "many dimensions" and complementary approaches in the study, including psycholinguistic, structural-linguistic, linguocultural sociolinguistic. According to E. Kirov ‘discourse’ is a complex of written and oral texts in a particular language in the framework of a particular culture in the history of their existence. E. Kubriakova and O. Aleksandrova consider ‘discourse’ as a cognitive process associated with speech production and the text is seen by them as the final result of the speech activity process that has a specific finished form.

Thus, nowadays notions of ‘discourse’ and ‘text’ are not identified as it was before. In their interpretation linguists allocate a number of differences, which can be divided into two groups. On the one hand, the concept of discourse and text are opposed to the parameter dynamics of communication (discourse) / static object (text). On the other hand, the ratio of text / discourse interpreted as the ratio of part / the whole.

In other words, discourse is linguistic unit of the highest level, which has its structural and functional characteristics.

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RENDERING PROPER NAMES

Today, at the time of wide international relations, foreign names constitute a significant part of Ukrainian vocabulary. It is difficult to imagine a scientist or scholaer, a specialist in any field of human activity, who would not use names or proper names borrowed from foreign languages. Proper names (PN) are linguistic universals, as they exist in all world languages and form a supporting point in interlingual communication. Undoubtedly, no independent nation will agree to translate the proper names as well as realities of its social and political life into foreign languages through a mediation language. Foreign proper names and names are to be transcribed according to Ukrainian pronunciation.

Many linguists devoted their works to studying proper names, among which are I.V. Korunets, V.I. Karaban, A.B. Fedorov, T.R. Levytska and

A.M. Fiterman as well as others. Among the few scientific researches in translation, deeply analyzing translation of PN, monographs of S. Vlakhov and S. Florin, I. Retsker and D.I. Ermolovych are worth mentioning. Most scientific researches in translation are focused on English-Russian translations. This paper analyzes the translation from English into Ukrainian that determines its relevance.

One of significant features of the English language is a functional set of proper names, the selection of which has been forming and fixing in the language from generation to generation for centuries. Study of this vocabulary layer reveals many aspects of historical development of the nation, its language and national culture, spiritual life and outlook. The interpretation of diachronically coded in PN meaning allows to model mental processes inherent to certain stages of the formation of public consciousness among native English speakers and plunge into the mysteries of its conceptual space.

According to T.R. Levytska and A.M. Fiterman, the translation of PNs deprived of their national color is unacceptable. O. Jespersen calls proper names as nouns more meaningful than others [2, p. 32]. However, such researchers as N. Arutiunova, A. Ufimtseva, H. Tsyff follow another standpoint, believing that proper names are meaningless. In opposition, most researchers ascribe proper names the functional meaning. Thus, O.D. Klichuk states that "the meaning of a proper name is only of functional and identification nature" [3, p. 11]. According to N. Holev, one of the most striking features of a proper name is its nominative meaning [9, p. 51], while V. Kamianetz refers proper names to bilateral linguistic signs, having both sides – the form and the content [3, p. 1]. Still researchers have been studying various aspects of PN meaning. This task is very laborious and is characterized by sustainability as with the course of time and under various circumstances proper names and names subject to changings, their linguistic color – to modification while linguistic coloring is quite multifaceted.

Onomastics is a field of linguistics which studies connotations and detonations of names. According to lines of research, it is divided into: *descriptive*, *theoretical*, *practical*, *poetical*, *historical* and *ethnic* while linguist M.P. Kocherhan has classified PNs by detonations: *anthroponyms, place names, space names, astrological names, myths names, zoological names, ergonyms, chrononyms, chrematonyms, ideonyms, hydronyms and ethnonyms* [6, p. 187]. In the course of studying different approaches to lexical and semantic transformations, Ukrainian linguists have identified the main ways of PN translation which are *transcoding*, *calque* and *explication*.

One of the most common ways PN translation is *transcoding*. There are four types of *transcoding*: transcribing, transliteration, mixed transcoding and adaptive transcoding.

Transcribing is phonetic rendering of a name according to its pronunciation in a foreign language. Such researches as I.V. Korunets, S. Vlakhov and S. Florin emphasize that PN shall be transcribed in cases when it is necessary to gain maximum coincidence of the name pronunciation with the original [1, p. 174], for example, such place names as: Brighton – Брайтон, New York – Нью-Йорк, Washington – Вашингтон. Pseudonyms of English authors shall be also transcribed, for example, such anthroponym as: Twain – Твен and all diminutive names such as anthroponyms Dob, Dobbin derivative from Robert, Dol, Dolly – from Dorothy, Ben – from Benjamin, Dan – from Daniel, Connie – from Conrad, Di – from Diana and others. Current researches consider that the main intermediary when translating loaned words is practical transcription, namely recoding foreign words into its own ones via the letters of the target language. The following main difficulties arise when PN transcribing: historical development of English spelling which resulted in differences in pronunciation, the absence of a number of phonemes in the Ukrainian language present in English, different pronunciation of names in different English-speaking countries and the availability of only graphic form of English proper name without its phonetic transcription. Undoubtedly, not everything can be formalized in the transcription, especially in cases when transcription is a component of a large system of literary translation, transcription norms cannot be completely uniformed and still much depends on the translator's literary intuition. Generally, correct coincidence with the PN original pronunciation is an expression of respect to the nation.

Transliteration of English PN is rendering of its graphic form, i.e, of letters. According to well-known linguists T.R. Levytska and A.M. Fiterman, English PNs shall be conveyed via transliteration in order to preserve accuracy and original national character, for example, such place names as: Hull – Гуль, London – Лондон, Hudson – Гудзон, etc. Today pure transliteration in the Ukrainian language is rarely applied in practice. The matter is that many English letters of the Latin alphabet have changed their sound meaning or are unconventionally read in certain letter combinations and words. Transliteration is often used when compiling bibliographies and organizing catalogues, for example, when it is necessary to collect the description of all the works of native authors in a foreign language in one place of the catalogue.

Mixed transcoding is a combination of transcription with the elements of transliteration. When PN translating into Ukrainian, according to V.I. Karaban, transcription and transliteration shall be used. For example, anthroponyms Pattrey – Пат*рpi,* Vic*kery* – Викері [4, p. 310]. It shall be mentioned that mixed transcoding is applied when it is necessary to identify accurately the original graphic form of the proper name.

Adaptive transcoding / naturalization is a type of linguistic mediation, when not only transcoding of information from one language to another takes place, but also its transformation (adaptation) in order to put it in another form determined by the organization of this information in the original as well as a special task of interlingual communication. PN form in the source language is somewhat adapted to phonetic and / or grammatical structure of the target language, for example such ideonyms as: Aeolian – Еолійський, Myxolidian – Мікодолійський, Locrian – Локрійський (names of musical modes). The specific nature of adaptive transcoding is determined by orientation of linguistic mediation at a specified form of transformation of the information containing in the original PN.

Calque / loan / verbal / literal / word-to-word translation is PN translation by its parts with the subsequent composition of these parts into a whole, with the reproduction of its structural model. According to I.V. Korunets, calque has become the basis for a large number of PNs in intercultural communication in cases when transliteration or transcription is unacceptable due to conceptual, aesthetic or other reasons, for example such ergonyms as: Head of government – Глава уряду; Supreme Court – Верховний Суд, the White House – Білий дім. A.V. Fedorov considers that in some cases, particularly in relation to historical events or religious objects, several parallel translation equivalents are possible, for example such chrononym as: the period of unrest or the Time of Trouble – смутні часи, eklezionym: Uspensky Sobor or the Cathedral of the Assumption – Успенський собор [9 , p. 210]. In general, it is possible to state that calque is a special type of loan, uniquely reflecting the essence of translation in the transformation of the original PN.

Explication or descriptive translation is a lexical and grammatical transformation, in the process of which PN of the source language is replaced by the phrase explicating its meaning, e.g. gives a more or less complete explanation or definition of this meaning in the target language, if no lexical equivalent is available. In fact, it is rather a wide interpretation of the English PN than its translation. This type of translation is considered to be the most functional technique that can come to help to a translator in the most difficult cases, however it is characterized by certain number of disadvantages among which are inaccurate or inexplicit interpretation or briefness of PN. According to Olena Seniuk, a translator, descriptive translation is the most appropriate type when translating names associated with the life and character features of the Englishmen: Mr. Crisp, Miss Sharp [8, p. 9] – містер Кріспі, міс Шарп [7, с.27], it is also possible to choose other variants as well: містер Кріспі – містер Хрумлі (Хрумкі, Хрумчик, Хрумлик); міс Шарп – Гострячка, Колючка. Descriptive translation of PN is also widely used when translating ergonyms, for example: National Oceanographic and Atmospheric Administration (NOAA) – Національне управління океанічних і атмосферних досліджень (NOAA), Federal Emergency Management Agency – Федеральне агентство з надзвичайних ситуацій. The meaning of the certain PN concept is identified by its description based on PN's characteristics.

It is worth mentioning that there is no single precise system of principles for PN translation. Many researches, translators and editors face the problem of PN rendering, since PN has been the subject of onomastic researches, which cover different ethnical, historical, cultural, political, social, economic and domestic processes, as well as various events reflecting historical development of the language. However, the given problem is an interesting challenge to solving it, and a difficult and responsible work, since insufficient knowledge of culture, history and political life may result in an inadequate translation of PN, which can be incorrectly interpreted and complicate the identification of the name holder. Researchers agree on the fact that determination of English PN etymology and semantics remains open and can serve an excellent basis for further scientific researches.

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LA IRONÍA EN EL SUBTITULADO: UN RETO TRADUCTOR

La serie televisiva británica “Sherlock” (BBC, 2010) actualiza las aventuras del conocido detective Sherlock Holmes, personaje literario de finales del s. XIX de sir Arthur Conan Doyle, convirtiendo las novelas de misterio en textos fílmicos que, al igual que las primeras en los lectores, gozan de una gran acogida entre los espectadores de todo el mundo.

El primer capítulo de la serie, “Study in Pink”, supone una versión de la novela “Study in Scarlet” (1887) y cuenta la investigación del detective de Scotland Yard, Lestrade, de la muerte de una serie de personas que parecen haberse suicidado con una píldora venenosa. Para solucionar el caso, el detective acude a su “asesor no oficial”, Sherlock Holmes, conocido por su capacidad deductiva. Al mismo tiempo, Holmes conoce a John Watson, un antiguo oficial del ejército, y deciden compartir piso en el número 221B de Baker Street, igual que en la novela de Conan Doyle. En realidad, esta no es la única coincidencia: los personajes son los mismos, con las mismas personalidades, pero más de un siglo después.

Así, por ejemplo, ambos “Sherlocks” son altos, delgados y de mirada aguda. Son personas seguras y resolutas, con carácter frío y calculador y aficionados a tocar el violín (que, en la serie, se convierte en el instrumento fundamental de la banda sonora). Peculiares en sus vestimentas (la capa de *tweed* y el sombrero *deerstalker* se ven sustituidos por ropa estilo *smart-casual*) y adictos al tabaco (el decimonónico siempre acompañado por su pipa de fumar y, el actual, con parches de nicotina) y caracterizados por el uso de tecnología de última generación (los telegramas y cables dan paso al teléfono móvil y el GPS).

Por su parte, los “Watsons” son médicos militares recién llegados del frente, cuyos traumas producidos por la guerra intentan superar, en el caso original mediante contribuciones en el *Strand Magazine*, y en el de la BBC a través de mensajes en un *blog.*

La relación entre la historia literaria y la televisiva no sólo se refleja en los personajes, las tramas y los elementos narrativos que las caracterizan guardan gran paralelismo. Igualmente, ambas tipologías textuales reflejan el mismo rasgo identificativo del protagonista que es también propio del humor inglés: la ironía. Este recurso de la pragmática lingüística, pretende comunicar algo distinto a lo que se expresa o, incluso, lo contrario [1, p. 7]. Supone, por lo tanto, una ruptura con la máxima conversacional de calidad [2], cuyo objetivo es generar un conflicto entre apariencia y realidad que, en este caso, desemboca en humor.

Para conseguir este efecto lingüístico conversacional, siguiendo a Muecke [3, p. 21], es imprescindible que existan los siguientes requisitos:

-inocencia fingida,

-contraste entre apariencia y realidad y

-actitud de distanciamiento.

Gracias a ellos, la audiencia se divertirá y hallará cierto placer estético en el descubrimiento del "engaño".

En efecto, cuando Sherlock, con una naturalidad casi *naif*, expresa sus sentencias irónicas, crea una distancia de superioridad con sus interlocutores, tal y como podemos comprobar en la conversación que mantiene con su casera, en la serie:

Sherlock: <u>Impossible suicides, four of them. No point sitting at home when there´s finally something fun going on.</u>

Mrs. Hudson: Look at you, all happy. It´s not decent.

Sherlock: Who cares about decent? The game, Mrs. Hudson, is on! [4].

Casos parecidos encontramos en la novela:

"What do you think of it, sir?" they both asked.

"It would be robbing you of the credit of the case if I was to presume to help you," remarked my friend [Sherlock]. "<u>You are doing so well now that it would be a pity for anyone to interfere."</u> There was a world of sarcasm in his voice as he spoke [5, p.63].

En el texto audio-visual los mensajes, verbales o no, se transmiten siempre por dos canales: sonoro y visual, por lo tanto, la ironía, verbal o no [6], también llegará al espectador a través de ambos canales, aunque se estudie en el contexto de la subtitulación. De hecho, Díaz Cintas [7, p. 32] explica que esta consiste en: "ofrecer, generalmente en la parte inferior de la pantalla, un texto escrito que pretende dar cuenta de los diálogos de los actores, así como aquellos elementos discursivos que forman parte de la fotografía (carta, pintadas, leyendas, pancartas, etc.) o de la pista sonora (canciones, voces en off, etc.). Toda película subtitulada se articula en torno a tres componentes principales: la palabra oral, la imagen y los subtítulos*"*.

El receptor de nuestro objeto de estudio no sólo no tiene que imaginarse la intencionalidad del tono discursivo de Sherlock, sino que lo oye y, al mismo tiempo, "lo ve", gracias a la subtitulación en español que, unida al lenguaje de cámara (mediante picados, contrapicados, *zooms* o movimientos rápidos) y acompañada por la banda sonora, conforman el texto audiovisual completo final.

Sin embargo, no carece de importancia la traducción verbal que se refleja en el subtitulado, por ejemplo, de los diálogos. En el que se reproduce a continuación, Holmes muestra su deducción irónicamente de una infidelidad por parte de un miembro de la policía con una compañera de trabajo:

Diálogo en inglés	Subtítulos en español
Sherlock: *And is your wife away for long?*	Sherlock*: ¿Va a estar fuera mucho tiempo tu mujer?*
Anderson: *Oh, don´t pretend you worked that out. Somebody told you that.*	Anderson: *No finjas que lo has adivinado. Te lo ha dicho alguien.*
Sherlock: *Your deodorant told me that.*	Sherlock: *Me lo ha dicho tu desodorante.*
Anderson: *My deodorant?*	Anderson: *¿Mi desodorante?*
Sherlock: *It´s for men.*	Sherlock: *Es de hombre.*
Anderson: *Well, of course it´s for men…I´m wearing it.*	Anderson: *Pues claro, lo uso yo.*
Sherlock: *So is sergeant Donovan.* Dr. Watson: *Ooh…* Sherlock: *I think it just vaporized. May I go in?*	Sherlock: *Y la sargento Donovan. Es que es muy concentrado. ¿Puedo entrar?*
Anderson: *Now look, whatever you´re trying to imply…*	Anderson: *Sea lo que sea lo que insinúas...*
Sherlock: *I´m not implying anything. I´m sure Sally came round for a nice little chat, and just happened to stay over. And I assume she scrubbed your floors, going by the state of her knees.*	Sherlock: *No insinúo nada. Seguro que Sally fue a tu casa a charlar un rato y se quedó a dormir. Y me figuro que te fregó el suelo a mano, por cómo tiene las rodillas.*

Del mismo modo, resulta importante la traducción del texto sobreimpresionado en pantalla que, mediante una técnica de montaje llamativa, contribuye poderosamente a potenciar la ironía de la serie. Así, se reflejan elementos icónicos, las deducciones de Sherlock o los SMS que se envían los personajes protagonistas:

Fotograma en inglés (sin subtítulos)	Fotograma en español (con subtítulos)
	

Fotograma en inglés (sin subtítulos)	Fotograma en español (con subtítulos)
	

En definitiva, se puede concluir que, el viaje que experimenta un texto literario al convertirse en texto fílmico subtitulado, no significa la pérdida de sus características de origen. En este caso, el objeto de estudio ha sido la transmisión de la ironía desde el texto original hasta el subtitulado en español. Teniendo en cuenta los canales que cada tipología textual utiliza para la transmisión de su mensaje irónico: canal escrito para el texto literario y canales sonoro y visual para el fílmico, comprobamos que el recurso llega correctamente al receptor del texto final.

Este análisis, así como los múltiples que de él se derivan, puede considerarse un primer paso en la disciplina de la traducción audiovisual que todavía es incipiente en el ámbito ucraniano.

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PROBLEMS IN CURRENT RESEARCHERS OF FOREIGN LITERATURE

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PSYCHOLOGISM IN CHARLOTTE BRONTE'S NOVEL "JANE EYRE"

Psychologism (psychological analysis) in literature (Greek “psych” – soul; lat. “lohos” – word, doctrine) is an image of human mental life, the internal state of a character, his thoughts and experiences transferred by the artistic means. One of the attractive features of psychologism is its ability to uncover the mysteries of human inner world, to express heartfelt feelings. Psychologism can be expressed in many different forms. The problem of psychologism, its forms and methods was studied by such scholars as L. Ginzburg, I.A. Livytska, S.S. Prysiazhnyuk, O. Barabash, A.V Karelsky, O.N. Sichkar, L. Kanevska.

Psychologism reached its height in the 19th century in the novels of the writers Charlotte Brontë, Charles Dickens and William Makepeace Thackeray, George Sand, Frederick Stendhal. One of the most famous psychological novels is “Jane Eyre” by Charlotte Brontë. ”Jane Eyre” is a social-psychological novel. The novel impressed readers by the image of the protagonist – a brave, honest and sincere girl who is fighting for her existence. The history of this struggle is told from the first person, which brings the narrative close to confession. It has been suggested many times that this novel is a description of the life of Charlotte Brontë herself. But this is not the writer’s autobiography. Jane Eyre’s life story is fictional but her world of inner emotions is certainly close to Charlotte Brontë’s. The novel is very rich in deep psychologism, it reveals feelings of the characters, their sufferings and joys.

The prevailing form of psychologism in "Jane Eyre" is direct. Confessional character of the narrative discloses before the reader the protagonist’s feelings and emotions, imperceptible or unclear for the other characters. Jane candidly describes her hidden feelings, memories, images of imagination, dreams and delusions. There is also shown thinking of the heroine in the form of a conversation of two voices. Indirect psychological characteristic of the heroine of the novel is given through the psychological landscape. Besides, Jane describes the other characters talking about their gestures, movements, facial expressions. The writer also uses psychological interior. Another form of psychologism available in the novel is the so-called summarily denoting form. In this way Jane tells the reader about her own feelings, not only revealing her thinking process, but also simply naming the change in her emotional state, without going into its dynamics.

So, Charlotte Brontë used various forms of psychologism, which enabled her to create a lively and convincing image.

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THE FEATURES OF CHAMBER PSYCHOLOGISM AND THE ROLE OF THE AUTHOR IN NAWAL EL SAADAWI`S NOVEL "WOMAN AT POINT ZERO"

Problem statement. Egyptian feminist Nawal El Saadawi`s novel "Woman at Point Zero," written in 1975, is a prime example of the "new Egyptian novel" [1, c. 194-195], but the author does not limit her work to any of canons. Frank psychologism and shocking realism in the novel by Nawal El Saadawi make it one of the most famous novels written by an Arab woman and the very writer – a persecuted fighter for the rights of Egyptian women.

Topicality. The topicality of in-depth study of the novel "The Woman at Point Zero" is, first of all, in the fact that no Russian-speaking, no foreign scholars do pay sufficient attention to the analysis of this work of Nawal El Saadawi as a realistic novel with deep chamber psychologism [1, c. 199]. In this work the author uses characters and topics relevant not only to Egypt in the second half of the 20th century, but also to our time: politics, attitudes toward women, sexuality, the true nature of power and so on.

The main **sources of research**, which were the basis for the author of this article in her research, are the materials and articles from website of Nawal El Saadawi [3], as well as a few foreign literary works: Brian Belton and Claire Dowding "Nawal El Saadawi: the Life of the Creator and the Apostate" [7] and Fedva Malti Douglas "Man, Woman, God (s): Nawal El Saadawi and Arab Feminist Poetics" [6].

The purpose of the article is to define the role of the author and the main features of psychologism by the analysis of Nawal El Saadawi's novel "Woman at Point Zero." The aim of the article specifies **the tasks** that are necessary to solve in this study:

– to determine the features of chamber psychologism in Nawal El Saadawi`s novel;

– to identify and to analyze the role of the author in the novel "Woman at Point Zero".

Scientific **novelty** of this article is determined by the fact that modern Russian studies of Nawal El Saadawi`s creativity is extremely limited that is the reson be which systematization of the main features of her novel "Woman at Point Zero" in Russian was made for the first time in this research.

In the course of the study descriptive, analytical, intuitionistic and psychoanalytic **methods of research** has been used.

The novel "Woman at Point Zero" was written in 1975, chronologically it relates to the genre of "new Egyptian novel" [1, c. 194]. This fact allowed Nawal El Saadawi to use some of the latest techniques of Western novelists such as psychologism and chamberness in her narrative. Combining these two methods in her one novel, Nawal El Saadawi was able to create incredibly deep and realistic story of a prostitute's life, whose name was Ferdaus, awaiting the death penalty in a women's prison for the murder of her pimp.

The main features of Ferdaus` confession are shocking realism and frankness that the author uses to provide the maximum effect on the reader. And for him it seems not only possible to plunge into the depths of Ferdaus` experiences, but also understand the hopelessness of her position in society, its alienation and isolation from the environment. But in the end the reader realizes her main problem: “the incompatibility with the world from which she came and the world to which she had been sought all her life” [4, c. 43].

"Woman at Point Zero" is a chamber novel, concentrating attention on the inner world alienated from its surrounding personality [1, c. 200]. To sume extend being an educated woman for the class from on which she originate, Ferdaus does not only tell the story of her life, but also has the ability to analyze it.

The novel looped on the experiences, memories and impressions within the scope of the emotional life of the heroine. It is created as a confession of the protagonist, while the confessor is the author herself – the doctor, whose presence is obvious to the reader only in the first and last chapters of the novel. It is technique of a chamber isolation and introspection, allowed, in our opinion, Nawal El Saadawi to realize all the possibilities of psychologism and reveal the main reasons of its realism in the novel.

Psychological analysis of the novel and introspection of its characters play an important role to support the actions and motivations of their images in general. With its help the author has an opportunity to identify the ethical and psychological consequences of social relations, thereby giving them a proper assessment and expressing his own opinion. The fact is that the deeper psychology of the novel is, the deeper the introduction of the author's images of her main characters, the multi-layered narrative turns, the ornate motivation of actions and feelings are. The main form of communication with the reality of the character is his psychological reaction to what is happening around, and it follows from Ferdaus` relation to situations and incidents, to other heroes and their deeds.

Form of confession, in which Nawal El Saadawi presents her novel, helped her to create intimacy of narration. Characters in the novel, the author and the reader, were placed in the mind and memories of Ferdaus and they experience her life in one premise – a prison cell for negotiations.

A role of the author in this novel is expressed not only in the construction of images of her heroes, but also in the presence of Nawal El Saadawi in the life of the protagonist. Due to the parallels that the author draws between herself and Ferdaus, the reader understands that the author is aware of her main character, leads her history through the prism of their own lives. It is the author's presence that lends intimacy to this creation, Nawal El Saadawi (the author) – the link between reality and Ferdaus. Also analysis, with the help of which El Saadawi exposes her heroine, it helps to draw a psychological portrait more clear and deeper.

The main features of novels in period of realism are in the fact that it is incredible proximity of the author to her heroes. It is obvious for the creation of Nawal El Saadawi as the whole and particularly that all her novels are mainly biographical and "Woman at Point Zero" is no exception.

This creation of Nawal El Saadawi is not only a striking example of modern Egyptian feminist prose, but also a repository of numerous actual problems of Arab society, relevant to the present day. Based on all written above we can draw the following conclusions:

- the main feature of the chamber psychologism of Nawal El Saadawi is a narrative form – namely, confession, which allows us to conclude the life story of Ferdaus in one room of a prison cell and to make it even more tragic for the perception and deep analysis;

- the author of the novel "Woman at Point Zero" not only forms the attitude of the reader to her main character, but also participates directly in her life, as her "confessor", giving her the opportunity to pour out his soul, thereby encouraging Ferdaus to introspection.

Prospects. This study is an important step in research of not only Nawal El Saadawi`s creativity, but also in the research of "new novel" as unique to Arabic literature symbiosis of genres. It is planned to study the influence of Soviet realism to the Egyptian novelistic of the second half of 20th century.

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LA MÉTAPHORE COMME EXPÉRIENCE MÉTAPHISIQUE DE LA RÉALITE DANS LE ROMAN DE J.-P. SARTRE « LA NAUSÉE »

La métaphore, du grec μεταφορά (metaphorá, au sens propre, transport), est une figure de style fondée sur l'analogie et/ou la substitution. C'est un type particulier d'image sans outil de comparaison qui associe un terme à un autre appartenant à un champ lexical différent afin de traduire une pensée plus riche et plus complexe que celle qu'exprime un vocabulaire descriptif concret [11].

La compréhension du discours philosophique est considérée comme problème polémique. La philosophie elle-même contient un grand nombre de notions, qui sont obligatoires à savoir, si l'on veut comprendre différentes doctrines. Cependant, ce n'est pas une seule façon de la connaissance philosophique. Il y a des œuvres littéraires, qui postulent différentes tendances philosophiques. Le style littéraire évite l'utilisation de différents termes philosophiques, et comme une alternative à cela, il s'exprime par des figures de style. Ainsi, la métaphore peut être un moyen d'expression de l'expérience métaphysique de la réalité.

Car Jean-Paul Sartre développait sa tendance philosophique, il ne manqua pas l'occasion d'exprimer ses idées dans la littérature. Ainsi, avec l'aide de son roman *«La Nausée»*, nous sommes en mesure de nous familiariser avec la doctrine de l'existentialisme. D'étranges sensations, le comportement remarquable des choses, la conscience intérieure et la réalité extérieure sont bien exprimés par la métaphore. *La Nausée* est elle-même métaphorique. L'idée principale n'est pas liée à des particularités physiologiques de ce sentiment, mais au contraire, tout le roman est comme une énigme que l'on doit démêler par l'immersion totale dans le monde phénoménologique de l'existentialisme La langue de J.-P. Sartre met le lecteur dans un état méditatif et les résultats de celui-ci peuvent être comparés à l'éveil religieux.

Dans le journal, Antoine Roquentin dit qu'il se sent un changement dans la façon dont il voit les objets. Ce sentiment vient sur lui quand il jette un caillou dans l'eau. A partir de ce moment, il essaie de comprendre ce sentiment étrange, qui prend la forme de nausée. Le problème est qu'il ne peut pas éviter ces attaques, donc il prend des notes à chaque fois que ce sentiment vient. Les objets qui l'entourent, perdent leur forme habituelle et leur signification. Antoine découvre la «choséité» de l'existence en supprimant toutes les significations conventionnelles acceptées par la société. Il éprouve des difficultés dans la perception du monde: *«Le trait rouge de la marge avait déteint en une buée rose ; l'encre avait coulé par endroits. Le bas de la page disparaissait sous une croûte de boue. Je me suis baissé, je me réjouissais déjà de toucher cette pâte tendre et fraîche qui se roulerait sous mes doigts en boulettes grises... Je n'ai pas pu.»* [23, 26]

Dans la situation au Restaurant de Camille nous sommes en mesure de voir comment Sartre décrit l'expérience abstraite d'Antoine en utilisant la métaphore: *«Rien n'avait l'air vrai ; je me sentais entouré d'un decor de carton qui pouvait être brusquement déplanté. Le monde attendait, en retenant son souffle, en se faisant petit — il attendait sa crise, sa Nausée, comme M. Achille l'autre jour.»* [23, 114] Sartre plante la fluidité des concepts à l'esprit de Roquentin. Antoine commence à percevoir les objets comme s'ils agissaient d'humain ou d'animal. L'utilisation de ces métaphores aide les lecteurs à sentir, comment Roquentin est inquiet de l'existence obsessionnelle des choses. *«Je suis dans la musique. Dans les glaces roulent des globes de feu ; des anneaux de fumée les encerclent et tournent, voilant et dévoilant le dur sourire de la lumière.»* [23, 42] Objectif principal de Sartre c'est conduire Roquentin à la prise de la connaissance de l'existence telle qu'elle est. Cette effervescence intellectuelle ne laisse Antoine tout au long de tout le roman, mais à la fin il éprouve la révélation. Ainsi, Sartre le guérit et lui donne la liberté. *«C'est donc ça la Nausée : cette aveuglante évidence?»* [23, 175]

Selon le sujet du roman, Antoine Roquentin tente d'écrire un livre sur le marquis de Rollebon. Il fait ses recherches depuis des années, mais maintenant, il commence à avoir des pensées étranges, qui l'empêchent de travailler. Dans ce contexte, la métaphore est utilisée pour exprimer le contraste entre l'attitude d'Antoine envers Rollebon au début et à la fin du roman. D'abord, il décrit le marquis comme le but principal de son activité littéraire. Nous voyons comment il est absorbé par la vie de Rollebon, pour lui il devient l'une des raisons de son existence. Ensuite, nous voyons comment il commence à admettre que les faits sur le marquis, dont il collecta depuis des années sont plutôt obscures. Roquentin pense que la chronologie des événements est fabriquée par lui-même : *«Pas une lueur ne vient du côté de Rollebon. Lents, paresseux, maussades, les faits s'accommodent à la rigueur de l'ordre que je veux leur donner mais il leur reste extérieur. J'ai l'impression de faire un travail de pure imagination.»* [23, 30]

Antoine se sent plutôt mal à l'aise à cause de la compréhension qu'il n'a pas d'influence sur Rollebon. Il a le désir de faire sa propre image du marquis. C'est la première étape de décider d'écrire un roman sur lui. Antoine pense que Rollebon est une seule justification de son existence. Roquentin écrit dans son journal, qu'il n'est pas satisfait de sa vie. Il est plus à l'aise quand Rollebon utilise les ressources de la vie d'Antoine – le marquis vit avec l'aide de lui. Roquentin ne sait pas que faire avec son existence et il le prête au marquis. *«... Ne pas oublier que M. de Rollebon représente, à l'heure qu'il est, la seule justification de mon existence.»* [23, 106]

A la fin du roman Antoine se libère du passé et de Rollebon. Il est seul maintenant, mais complètement libre. La liberté dévastatrice lui rappelle la mort : *«Mon passé est mort. M. de Rollebon est mort, Anny n'est revenue que pour m'ôter tout espoir. Je suis seul dans cette rue blanche que bordent les jardins. Seul et libre Mais cette liberté ressemble un peu à la mort.»* [23, 219] Sa révélation est que *«jamais un existant ne peut justifier l'existence d'un autre existant».* [23, 249] C'est pourquoi il décide de changer sa façon de travailler et d'écrire un roman sur le marquis.

Alors, on voit bien que Jean-Paul Sartre établit les principales notions existentielles grâce à l'utilisation de métaphores soigneusement définies. Tout d'abord, il découvre la manière dont le monde, la pensée ou la conscience existe. Il sait prouver que le monde et les êtres humains ne sont rien mais l'existence nauséabonde. Sartre est en mesure de combler le fossé entre les notions qui décrivent différentes choses. De cette façon, grâce à l'utilisation de la métaphore, il établit l'unité de l'esprit et de la réalité, en découvrant la dichesse du style individuel de J.-P. Sartre.

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THE PECULIARITIES OF NIMA YUSHIJ'S CREATIVE STYLE

Persian literature has always been famous for its poetry and poets. During the period of its existence, Persian literature has experienced a lot of changes and transformations which have been connected with its form and content. Looking at the latest periods of the existence of Persian literature, in particular at the end of the XIX and beginning the XX century it should be pointed that this period experienced the biggest transformations. Persian literature of that time has been changed in all spheres starting from the form of the verse and ending with the plot, content of the poems.

Nima Yushij's creative work is like a mirror that reflects Persian literature of the stated period since it demonstrates all the modifications in the society of those times. His poems show all demands and profits of the Iranian people. Nima Yushij criticized political regime and stated it quite confidently without fear of repressions which the government had been subjecting.

During that period of the reformation in Persian literature there was a significant influence of the European literary genres and trends such as Romanism, Realism, Critical Realism, Symbolism and Modernism. Nima Yushij's creative works were not an exception in this respect. Traits of Romanism, Realism, Modernism can be noticed in his poems. But the most important role in the Nima Yushij's creativity is played by Symbolism, which opens in all its various forms and becomes unique in the Nima Yushij's creative works.

It should be pointed out that there are a lot of scientific works which are dedicated to Nima Yushij's creative works, «shere nou» and also in the field of Symbolism. But nowadays the problem of Symbolism in poetry still remains topical. This point makes the present paper actual.

The aim of the paper is to investigate the historical factors that had influenced the author's creativity directly and the peculiarities of Nima Yushij's creative style compared to creativity of Russian poets of the same period in respect to Symbolism. According to the stated aim the following tasks should be observed:

- To analyze historical, biographical and philosophical background of the author's work;
- To study the features of the Persian literature at the end of the XIX and the beginning of the XX centuries and to examine points which were the base to its renovation at those times;
- To examine in particular the literary genre which is named tasnif;

- To analyze the appearance of the new poetry genre «shere nou», which has been created by Nima Yushij;
- To investigate the structural and stylistic peculiarities and the character system of the poem «Afsane»;
- To research Symbolism characteristics in the poet's works
- To conduct a comparative analyses of Nima Yushij's poems and the poems of Russian poets of the XX century in respect to Symbolism.

The materials for research are: Nima Yushij's poems in their origin, and their translations into English and Russian; scientific works and articles which are connected with the topic of the research.

Scientific innovation of the paper highlights that Nima Yushij's creative work is not investigated carefully, the literary trends in particular. Symbolism in the author's works hasn't been investigated profoundly as well. In addition there are no scientific researches which are connected to the comparative analyses of the Nima's Symbolism and the Symbolism in the creative works of Russian poets of the XX century.

Practical significance of the paper includes detailed research of Nima Yushij's creative works. This paper will help the researchers who are interested in this field and also can be used by the philologists who are interested in Persian literature in general, and in the Nima Yushij's creativity in particular.

The following **methods** are used during the paper: chronological, comparative, biographical, method of cultural-vocal analyses, cultural-historical method, historical-comparative method and the formal method.

The problem of correlation between the traditional forms and innovations has appeared when Iran faced modernization. In such state of affairs Iranians thought about historic, literary, cultural and religious experience of the past generations. And the field which absorbed it all the most was poetry. A person who gave a new life to Persian literature at those times and the founder of contemporary Persian literature was Nima Yushij. There is no doubt that Nima Yushij's creative works and the creativity of his contemporaries have had a big impact on the political situation in the country, reforms and new genres in the world literature. Speaking about literature it should be noticed that literature and social life were strongly connected. All historical events of that period of time had great impact on the cultural life of the Persian nation as well [1].

Until the beginning of XX century Iran had been monopolized by European countries fulfilling their economic needs.

The government of the country concluded a lot of pacts which were not to the advantage of the nation. These points had a vast negative effect on the economic and social spheres and Iranian people started the national liberation movement. It led to the Revolution of 1905-1911 and the reforms following it stabilized the situation in the country to some degree [2].

During these events social and cultural life of the country was also in collapse. Difficult state of affairs made a lot of poets, writers, musicians and cultural figures leave Iran. In addition the poets and writers who didn't immigrate were forced in one way or another to write for the sake of government. Some of them though continued developing topics which were contrary to governmental line despite all the challenges they faced. One of them was Nima Yushij [3].

It should be pointed out that Nima Yushij has changed the structure of the versification (aruz). He experimented with the form of free lyrical monologue and tried to make free poetical forms and metaphors from the circle of associations which were typical in aruz. Nima Yushij created a new rhythm of the verse and a new character system. He kept the musical background of the classical versification but changed the length of rhythmical waves. Nima Yushij's rhythm was based on the change of long and short vowel letters which was quite typical. Yet he changed the sequence of repeating rhythmical waves in the stanza as this point was peculiar to the classical aruz. So the verse was not limited any more as it used to be in classical aruz, it was submitted to inflexion of the phrase of the verse. As a result this new trend has been named «aruze azad» («free aruz»). Later it became a base for a new school «shere nou» [4].

All these new trends naturally drew attention of lots of poets who were Nima's contemporaries, and as a result they would become Nima's learners and followers.

Speaking about Nima Yushij's creative style it should be pointed out that «Afsane» is believed to be one of the most popular and unique poems of the author. «Afsane» is based on the new trends of «shere nou» and this poem is considered as an example of that style. The poem is based on the new principles of versification; there are a lot of semantic and linguistic innovations, which make this poem unique. The poem is not long, yet it carries a vast potential for scientific investigation.

Another important point of Nima's creative style is as follows. As it was pointed out at the beginning of XX century the impact of European genres on Persian literature was quite significant. Nima Yushij in his literary works uses techniques and methods of different literary trends and schools combining Romantism, Realism and Symbolism. Therefore Nima Yushij's creative works have been influenced by these genres. But Symbolism is the one that plays the key part in the author's poetry. Furthermore Nima Yushij became known as a poet of «Social Symbolism», because of the fact that he used Symbolism to describe social and political problems which was quite unusual. Nima adopted the main symbolist canons to the Persian poetry, and created a fusion masterpiece [3].

The author uses nature symbolically in his works in order to describe his feelings addressing not only his own problem, but the problem of the society and politics, too.

As a conclusion it is worth saying that new literature methods and styles, especially Symbolism, which Nima takes from the European literature and adopts in Persian literature makes his literary heritage invaluable and unique.

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IDEA-ARTISTIC ORIGINALITY OF SOHRAB SEPEHRI'S CREATIVE WORKS

Persian literature of XX century is a unique phenomenon. Within a short period of time there was a profound change in the views on literary work. The main driving force towards an updated literature was a political situation in the country.

In Iran of that time constant changes in the government, change of dynasties, the rising to the throne of harsh military Reza Shah, waves of reforms and alterations that swept the country, could not pass without a trace and not influencing the common people. Such powerful changes motivated artists to change their views on creativity and its purpose completely. The court literature with its panegyric nature could no longer serve as a tool to raise the masses of people and revitalize antimonarchistic sentiments. Updated literature has turned into an engine of the revolution and popular revolts [2]. It served as a slogan and inspiration to fight. Transformed content no longer fitted into the framework of the classical metric of Persian poetry. At that time, an innovator and a pioneer Nima Yushidzh establishes a new genre she'r-e know after many years of experiments. This triumphant discovery helped dozens of other young poets find themselves in art and serve to the wellness of the homeland and the people.

With the advent of Nima Yushidzh – the founder of the "she'r-e now" (new poetry) to the literary circles of Iran at the beginning of the century, poetry began to move away from the traditional, centuries-old, frozen classical forms. It was kind of a challenge. Not only the shape of the verse changed but also its content. Philosophical and political topics started attracting poets' rapt attention: existence and loneliness of a man, the meaning of life, fortune and fate, destiny of the country. But along with that the theme of love remained relevant and traditional. The emergence of “she'r-e now” immediately divides society into the supporters and opponents of a new style [4].

Naturally, some of the poets have tried their hand at the new genre. One of the most prominent representatives of the “new galaxy of poets” was Sohrab Sepehri. However, unlike most writers, he did not write loud revolutionary hymns and encourage the masses to revolt against the authorities. The uniqueness of Sepehri's creativity is that all his works were directed to the contemplation of the depths of human soul. Through self-knowledge you can explore the surrounding world. So that way the main motive of author's work can be formulated.

Precisely owing to this genre Sohrab Sepehri found his place in contemporary Persian literature. Having embraced the new genre, he modified it by adding new qualities to it. He began working in one of the forms of the genre she'r-e now "she'r-e azad". Thus the main feature of the poet's works was simple text syntax and semantic and metaphorical overloading.

Sohrab Sepehri is one of the brightest and most original representatives of the Iranian culture and literature of the twentieth century. Being a fine artist and soulful poet he undoubtedly enriched the arts and literature of the country with his creativity.

Sepehri's creativity can be described as a particular page in a new Iranian poetry, as his pioneering has religious and philosophical character. His poetry is inspired by faith in God and a man. Sepehri developed the mystical aspect of philosophical lyrics.

As an artist Sepehri was attracted not only to a visible side of the phenomenon, but to a desire to realize what was going on inside. His poetry is devoid of pathos or civic engagement; it is dominated by lyricism and intimacy associated with the character and personality of the author. According to the recollections of his friends, he was a gentle, affable, friendly person, easy in communication and daily life. His life also flowed mostly calm and quiet, not being subjected to the blows of fate and did not suffer from abrupt shocks. Sepehri was not very interested in political events, preferring the world of pure art.

The same trends take place in his works. One cannot see sharp statements, cruelty or loud words. His influence can be traced primarily through the game – a dialogue with a reader through metaphors and syntactic structures. He doesn't urge readers to the revolution, active citizenship or other action, as Nima Yushidzh did [5].

Sohrab Sepehri began his creative activity almost simultaneously as an artist and a poet. He wrote six collections of poetry and two poems. Lifetime Compilation of Sepehri's works "Hasht Kitab" ("Eight books") became popular, and a year later was reprinted [9].

Having got acquainted with the works of the author, it can be seen that, as all the "brave poets" who worked in the newly formed genre, Sepehri tried to comprehend the spirit and intent of his era. European modernism, especially French surrealism, had great influence on his outlook. During the early stages of his creativity the poet even tried to imitate the works of the French authors at that time[6;7]. However, it should be noted that the author did not possess a "tunnel vision" and had great potential for perception of diverse cultures and belief systems. And embracing them, he presented a special essence of European modernism to the world, a philosophy of Zen Buddhism penetrated with "the Iranian spirit" as the formation of his worldview was held in line with the religious and philosophical thought of Iran and India.

Despite the fact that Sepehri was the follower of a founder of the genre she'r-e now Nima Yushidzha, he was an innovator, as he was not afraid to experiment with the form and the content of the poetry. He presented the "revolutionary" poetry genre she'r-e know in the philosophical and mystical aspect, and also changed the shape and the content of it. The themes of his poetry are the meaning of human existence, spirit, relationship with God, loneliness.

Another important feature of his work was the connection with classic poetry (Sohrab started writing emulating the classics). Upon that the poet masterfully used Sufi imagery giving it a modern touch, reinterpreting it and making it closer to the reader.

His poetry is based on the belief that there are two worlds – the natural and supernatural. In some works simple, uncomplicated images gradually dipped us into the world of mystical, immutable, in others this function is performed by the intricate, difficult representable characters.

The reading of Sepehri's poetries aims to establish connection with the elusive harmony of the underworld, the main conductors to which are fanciful images and symbols. They are unexpected and shock the reader, set a mood, they come from the subconsciousness, and the author cannot be responsible for them. In this respect, reading the lyrics and percepting it is a highly individualized processes. The author in this case, only gives rise to reflection, encourages opening "the eyes of the soul". The poet's work is directed to the search for peace, goodness, light.

Sepehri’s works, possessing undoubted artistic merit, naturally fit into the mainstream of the literary process.

This research work is a prime example for future studies related not only to the works of Sohrab Sepehri and its individual features, but to an upgraded modern poetry of Iran since the XX century to the present day.

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PECULIARIDAD DE LA LITERATURA ESPAÑOLA DEL SIGLO XVII

Tradicionalmente España del siglo XVII se consideraba como un país “de segundo orden” en Europa occidental. La reacción feudal-católica, que había declarado una cruzada contra las ideas del humanismo en Europa occidental, en España se encuentró unos “suelos” más fértiles. Además a dicho factor favoreció la situación específica en el país: el caos económico, separación política que generaba la anarquía legal y la tiranía, el miedo del poder real y la nobleza ante las protestas revolucionarias de las masas trabajadoras. Sin embargo, las ideas humanistas del Renacimiento vivían en la Península Ibérica.

En este período, en España se destacaba considerablemente la literatura que era extraordinariamente rica. Los especialistan notan que el Renacimiento español se tardó un poco mientras que en Italia y en Francia, la mejor época del Renacimiento ya había pasado. España “acumulaba” sus fuerzas culturales, por eso el Renacimiento español se remonta cronológicamente al período un poco tardío. La originalidad del Renacimiento español radica en el hecho de que desde el primer momento las ideas del humanismo (usamos este término en su sentido histórico) se enfrentaron, y en algunos casos entrelazaron con un fenómeno nuevo en la vida intelectual de Europa Occidental – la renovada ideología católica agresiva.

Por lo tanto el arte del Renacimiento español adquiere en muchos casos los rasgos barrocos. En la literatura española del siglo XVII se puede destacar concretamente tres tendencias artísticas, a saber: el realismo renacentista, encabezado por el poderoso genio de Lope de Vega; el clasicismo, representado por varios poetas-académicos y apoyado por las universidades y el barroco, que se reflejó más en las obras de Calderón. Estas tres áreas de arte se remontan a los siglos anteriores. En las obras de dicho período se enredaron las tradiciones de la literatura medieval y nuevas tendencias traídas por el Renacimiento. En la literatura española se sientan tanto particularidades nacionales como comunes características europeas. El realismo renacentista que combinaba la experiencia artística de la cultura antigua con tradiciones nacionales del pueblo español, representó en España a la primera mitad del siglo XVII el movimiento de arte popular más poderoso, fecundo y profundo.

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ANALYSIS OF THE NOVEL "THE THIEF AND THE DOGS" BY NAGUIB MAHFOUZ IN THE FRAME OF THE ARABIC-SPEAKING WORLD PICTURE

The problem formulation. In all the times among Western literary critics and scholars Arabic literary study is considered to be an undeveloped branch of science. Lack of detailed studies in this field are explained by them by weak development of literary study science in Arabic region and by a lack of a comprehensive system of literary study notions, categories and forms. But this position is fundamentally wrong and in our research we intend to prove this by providing a brief plan of an Arabic novel analysis and explaining its key notions.

The topicality of this study lies in lack of scientific researches in the field of Arabic literary study and literary works analysis in particular.

The purpose of the article. This article aims to achieve a number of related objectives. First, we tend to penetrate into a genre of the novel in general as a basic unit in cultural and literary analysis. The discussion will naturally include an examination of the Arabic novel theory. Second, we presuppose to examine the novel in particular, how it develops and becomes distinct in a given language space and culture. Our interest, however, is not purely theoretical. There is a practical aim. In this article explanations to the main Arabic literary study definitions will be given as well as their difference from Western literary study will be outlined.

The purpose of the article can be achieved by **setting and researching the following tasks**: to study essential distinctive features of Naguib Mahfouz`s novels in order to be able to perceive all the originality of the novel "The Thief and the Dogs" as an object of literary analysis as on the example of this novel the main categories of Arabic literary analysis will be researched as well as uniqueness of Arabic literary study will be outlined.

The sources of factual material presented are mostly from Arabic Internet scientific sources, as long as Arabic Russian Dictionary by Baranov H. K., some works by Kirpichenko V.N. and Naguib Mahfouz`s novel "the Thief and the Dogs" in Arabic and English languages.

The following **research methods** semantic (component analysis method), comparative, of analysis, analogy, and deduction has been used in the study.

The main **objects of study** are literary analysis, forms, methods, categories.

Through the 19th century and early 20th centuries, a number of new developments in Arabic literature started to emerge, initially linking closely to the classical forms, but addressing modern themes and the challenges faced by the Arab world in the modern era.

The Egyptian novelist Naguib Mahfouz, who died aged 94, is the Arab world's most prominent literary figure. Modern Arabic literature achieved international recognition when Mahfouz was awarded the Nobel prize in 1988.

Mahfouz began his career with historical novels and moved into the great works of contemporary realism (*Midaq Alley, Cairo Trilogy*) for which he became well known. In these years of realism, Mahfouz also developed his distinct style [2].

One should consider the main principles of the Arabic literary study novel analysis and define its most common categories, notions and techniques.

In Arabic literary study there are two approaches to the novels` analysis [5]. The first one is a classical approach that includes six literary categories according to which the text should be analysed. The second approach is based on official educational recommendations and it is considered to be briefer and more common. However, while providing full literary analysis of the novel these two approaches must be combined and presented as a plan, that is:

1. analysis according to official educational guidelines;
2. analysis in terms of written expression of the novels formes and categories;
3. while making an analysis an extra attention should be paid to compatibility of educational recommendations notions and six classical categories of analysis.

According to official educational recommendations there methodology for studying literary works is called methodological reading. Methodological reading is divided into three stages:

1. introductory reading;
2. analytical reading which includes studying content and literary form as well;
3. synthetic reading when the object of study is the content which is perceived and synthesized integrally.

As for official educational recommendations it is suggested to divide analytical reading in six parts, such as:

1. narrative course;
2. evaluation of the characters;
3. setting the work`s psychology;
4. frmation of social or historical background of the novel;
5. structural analysis of the novel;
6. familiarization with literary methods and devices.

According to official educational recommendations the analysis of narrative should include the following points:

1. enumeration of events, plot;
2. intrigue;
3. the author`s intention on the theme, idea, character,the essence tends to review;
4. connotations and significance of events.

Here it should be mentioned that the category of the author`s intention is an original notion of Arabic literary study tradition and it is the plot`s development plan which the author inserts in the novel purposelly.

The method of literary analysis in Arabic literary study has its theoretical base and its most important notions are text, reading, events.

Regarding text reading as a process, Arabic literary scholars divide this process into six reality systems: linguistic reality, the text`s organization, emotional and intellectual ways which are used to impress a reader, connection of characters and events with the reader, social and historical background.

According to Arabic literary study, these reality systems are presented in all the literary works and even in the earliest ones like articles and political speeches.

All the mentioned above theoretical data are practically applied in the analysis of Naguib Mahfouz`s novel "The Thief and The Dogs". The novel was researched according to the plan`s points and, moreover, some literary categories which are included in these points and which were not discussed were regarded as well.

Special place in the novel`s study take the dialogues` role and classification which are very different from ones in Western literary study. Naguib Mahfouz is the first Arabic writer who used the stream of consciousness technique and skilfully demonstrated the use of different types of dialogues which are a direct dialogue, an external dialogue and an internal dialogue [8].

The main factors in formation of Arabic literary study as a science are supposed to be processes which took place while developing Arabic language and linguistics, stylistics and lexicology.

While analyzing Naguib Mahfouz`s novel "The Thief and the Dogs" new literary methods, devices and techniques which were used by Naguib Mahfouz for the first time has been researched. Naguib Mahfouz is considered to be a founder of new literary forms, genres and methods that is why it is expedient to research development and dynamics of Arabic literary study on the works of this author.

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REINTERPRETATION: TO THE PROBLEM OF IDENTIFICATION

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The edge of XX – XXI centuries saw the advent of new artistic paradigm that was formed under the influence of postmodernist ideology. It is characterized by blurring the borders between the conventional types and genres of art, development of synesthesia tendencies.

This context provided the basis for the relevant usage of the notion of reinterpretation, as the experience of reinterpretation will stipulate the actualization of “dialogue of consciousness” [1, p. 413]. It is especially important, as postmodernism is directly connected with the perpetuity of sign exchange, mutual provocations and transcoding.

Contrary to the problem of interpretation studied in a number of works covering almost all fields of humanities, the problem of reinterpretation has not been the object of a thorough consideration.

The given term has not been well-defined and it is often considered to be a synonym to the other close phenomenon.

For example, under the reinterpretation Yu. Zakharov means the attraction of new interpretable realities connected with the interpreted object and this connection is depicted in new texts [4, p. 17], as a result, the notion of reinterpretation here becomes the synonym to the notion of intertext.

Modern cinematography, literature, music use the term “intertext” along with such notions as “remake”, “pseudoremake”, “cover-version”, “upgrade”, “repeated interpretation”, “art work transplantation”, “paraphrase”, “evolutionary transformation”, “deconstruction” etc.

Researchers of modern pop-culture state that the remake tunes into the experience of both interpretation and reinterpretation at the same time. But apparent discrepancy between reinterpretation and remake can be shown in a number of oppositions:

- aesthetic primacy – commercial primacy;
- aimed at independent game – aimed at borrowing;
- distinction-oriented imitation – similarity-oriented imitation;
- primary artistic activity – secondary artistic activity;
- internal dynamics stipulated by the tension between the destruction of the old and the creation of the new – internal statics as a result of following the original [2, p. 152].

While considering the problem of interpretation modern art studies face two synonymic notions such as “transfer” and “transaction”. Transfer is “a dynamic process by means of which the individual uses the knowledge obtained either for its integration in the new knowledge or new skill or for solving a problem within the new context [6, p. 10]. Transaction is a kind of “action implementing the secondary image into new perceptional form” [6, p. 11].

But these definitions – “transfer” and “transaction” – inevitably contradict the term “interpretation”. It is necessary to remind that, following E. Gurenko, artistic interpretation is the secondary artistic activity in which the product of the primary artistic activity is reproduced as a system. At the same time the creator and the connoisseur act individually and independently showing interrelation between them [3, p. 103]. On the contrary, proceeding from I.Rogovin’s conclusions made within the analysis of a number of works, it is possible to infer that each of them represents an independent and unique artistic image, so it allows mentioning the primary artistic activity of the author.

But in this case we believe that the usage of the term “transaction” is irrelevant not only due to the lack of the meaning context connecting the notion of interpretation with such categories as “understanding”, “dialogue”, “harmony” (including the peculiar nature of the relationship between a composer and a listener, a writer and a reader, an artist and a viewer).

Our preference to the term “reinterpretation” can be justified by the following. While being a continuous reconsideration process of the tradition via its simultaneous renewal and reflecting perspective, the reinterpretation, unlike neutral transfer and transaction, initially considers the necessity of active cooperation on the part of a perception subject who turns from an outside observer into a participant in the dialogue. In this respect the reinterpretation responds directly to the task of subjectivity actualization [2, p. 84].

To sum up the above mentioned one should consider the history of the humanities from the Antiquity to the present days when examining the meaning of reinterpretation notion. It has been changing according to the tasks and objectives of the investigation field. Thus, the linguistics examined the reinterpretation as a particular case of the interpretation; meanwhile the literary studies positioned the reinterpretation as a procedure equivalent to the interpretation that united the potential of restoring the traditions and its opposition, the reduplication and suppression at the same time.

Taking Reformatsky's idea that "the terms relating to the notions of the same field, category, are formed according the same word-building model, consequently, defining the group of words similar in writing, and the terms from the other field characterizing the other category of notions and phenomena are formed according to the other model" [5, p. 163], we suggest considering the reinterpretation phenomenon against the interpretation phenomenon, since the term "reinterpretation" is close to the term "interpretation being of the same word-building model stipulating "the similarity in writing".

We identify the basic features of reinterpretation on the basis of the traditional characteristics of interpretation.

Firstly, contrary to the interpretation as a secondary artistic activity in the process of which the product of the primary artistic activity is reproduced as a system [3, p. 47], the reinterpretation represents a kind of an artistic system in which the product of the primary artistic activity exists at the level of element.

Secondly, unlike the interpretation being an explanation in broad sense, conversion of the existing material into the understandable form [3, p. 48], the reinterpretation is a newly forming act of a truth notion, causing the reconsideration of the original source that provided the supporting point for the work of an artist.

Finally, the reinterpretation experience given in the text is ready for further interpretations and reinterpretations and this feature proves the dialogue nature of the given phenomenon. Actualized at the level of new original whole element the product of the primary artistic activity is presented as an interpretating system with respect to reinterpretation [3, p. 48].

Thus, under the reinterpretation we understand the process of the precedent texts implementation into the context of the author's works while reconsidering those texts at the level of:

– primary synthetic or syncretic text;
– personality and the works of the original source;

– cultural context;

– correlation to the works of the performer, including the invariant, i.e. confirmation and affirmation of one's own objective reality through others.

Reinterpretation emergence contributes to the actualization of epoch conceptual information through its implementation into its own context of creativity, to the maintenance of the dialogue with the texts of culture. Thus, the ultimate recipient joins the dialogue of times.

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CIEN AÑOS DE SOLEDAD, LA NOVELA DE VERDAD

Novela-cuento, novela-metáfora, novela-alegoría, de tantas formas los críticos volvían a llamar la obra eminente de Gabriel García Márquez "Cien años de soledad". La novela se convirtió en una de las obras más populares del siglo XX, se hizo la obra maestra de este escritor hispano tan famoso.

A lo largo de las líneas en su novela Márquez narra la historia de una ciudad pequeña denominada Macondo. Toda la novela se siente empapada de calor y la pasión del escritor hacia esta ciudad e incluso sus habitantes. Márquez más de una vez reconocía que "Cien años de soledad" es una novela que le hace recordar sus momentos de la infancia.

Desde las páginas de la obra llegaron al lector los cuentos de la abuela del escritor, las leyendas y las historias de su abuelo. A menudo hay una sensación de que se le dice al niño que está viendo la gente y ello nos dice de lo bastante infantil: simple y sincero, abierto y emocionante.

La novela se muestra claramente casi de la historia de cien años de Colombia (siglos XIX-XX). Fue un período de gran agitación social en el país: la guerra civil, la intervención en la vida tranquila de Colombia, una compañía bananera de América del Norte. Pequeño Gabriel aprendió todas estas cosas de su abuelo, de los cuentos que se hincharon en su cabeza para no olvidarlos jamás. Márquez presta una particular atención a la descripción de cómo los acontecimientos históricos cambian la naturaleza humana, ideología, de cómo violan el curso normal de la vida de un pequeño pueblo de Macondo.

La novela está llena de digresiones líricas, monólogos interiores para expresar lo íntimo y tan propio de los héroes. El rasgo característico de la obra es la falta de gran diálogo que complica su percepción como debido.

El autor, al hablar de la idea de la novela, la tristeza, que muchos no las entienden. En su trabajo Márquez quería resaltar que la soledad era opositoria a la solidaridad y la humanidad tan parecidas, a menos que existiera una comunidad espiritual, una sola moraleja.

Los temas planteados por el autor nunca pueden dejar indiferente a nadie: las relaciones familiares, las cuestiones morales, la guerra y la paz, es un deseo natural de las personas a vivir en armonía con uno mismo y con el mundo entero, la fuerza destructiva de la ociosidad, la deprivación, cerrado en sí mismo.

Esta novela brillante sigue siendo una de las diez mejores obras más populares del siglo pasado. Se cree que cada uno encuentra algo diferente, a veces las palabras nos parecen ahumadas y son innecesarias, cosas inexplicables.

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COMPARATIVE ANALYSIS OF THE LITARARY ESSAY “THE PROPHET” BY GIBRAN HALIL GIBRAN AND “SELF-RELIANCE” BY RALF WALDO EMERSON

The **aim** of the article is to examine the literary contribution to the development of the Arabic and American literature, to study the influence of the Western tendencies on the Arabic literature, to contrast and to compare historical epochs in which the authors of two countries worked and lived, and to determine common and distinctive features and motives in their creative works.

The **topicality** of the article caused by the gap in the scientific field: lack of the comparative investigations in the creation works by Ralf Waldo Emerson and Gibran Halil Gibran, as the synthesis of the eastern and western cultures, influence of Ralf Waldo Emerson’s style on the development of Gibran’s philosophical ideas, his literary methods, which had a really huge impact on the further development of the Arabic Literature.

The **subject** of the research is the literary heritage of Ralf Waldo Emerson and Gibran Halil Gibran.

The **object** of the article is the philosophical essays “Self-Reliance” by Ralf Waldo Emerson and “The Prophet” by Gibran Halil Gibran

While researching of writing the follow methods we used such **methods**: comparative-historical, cultural, historical, psychological and psychoanalytic.

The middle of the 19th century and the first half of the 20th century characterized by dramatic historical and political changes in the Arab world as well as in the United States of America. Unstable political situation, the struggle for Lebanon in the kingdom of Syria and the Ottoman Empire, the eternal strife between members of a religious minority – all these factors affected the career of the famous Arab writer and philosopher Gibran Khalil Gibran. This creative inspiration and motivation Gibran had borrowed from the well known American thinker and philosopher Ralph Waldo Emerson. Emerson was the widespread philosopher and writer of the 19 century, he founded the new stream in American literature named “transcendentalism”, the main philosophic aspects, which were famous all over the world, which inspired Gibran Khalil Gibran and the main ideas of transcendentalism he used in his essays such us “The Prophet”, “The Procession”, “The Man of Destiny” and many others. We can say that the influence of Ralph Waldo Emerson was priceless, because Emerson influenced Gibran and as a result Gibran’s ideas influenced on the modern Arabic writers and his friends which founded the great “Syro-American School” which made a huge contribution into the modern Arabic literature.

Ralph Waldo Emerson lived in a hard historical epoch; he fought for the human rights, he preach down the slavery, repelled from the materialistic philosophy, and the religious ideas which were in any way attached to it. Consequently, due to these thoughts and views at the middle of the XIXth century the movement of transcendentalism was founded in America. Gibran Khalil Gibran grew up in such a society where the eternal fight between Muslims and Christians was the vital problem. He suggests it senseless to fight for religion views, to kill each other for the different Gods, because he believed in the only one God and in the divine self of every man.

Emerson and Gibran had the origin of quite different religious backgrounds and environments but despite that they demonstrate much of the Transcendentalist ideas in their two most popular works “Self-Reliance” and “The Prophet”. Culture and historical epochs in which Emerson and Gibran grew up were different. Gibran is a man with an eastern character and upbringing. But the western way of life and ideology influenced greatly on the outlook of the author and his literary style. Usually Gibran used prophetic tone to condemn the evils that torment his homeland or threaten the humankind. His style is a combination of beauty and spirituality became known as 'Gibranism.' [1,448] His poetry is notable for its use of formal language, as well as insights on topics of life using spiritual terms.

As for the Ralf Waldo Emerson style, we can determine it as deeply philosophical. Emerson's essay "Self-Reliance" provides guidelines in a sense the way Emerson believe a self-actualized man who should and would live. The true man, according to Emerson, is the Self-Reliant man, he does not change for anyone, thinks for himself, and believes in God and the divine self. The protagonist character of “*The Prophet*” is Almustafa, "the chosen and beloved" [1,447]. He had the origin of a city called Orphalese for twelve years and is about to leave for his home country. The people of the city gather around him and express their desire for him to stay, but since he cannot stay they ask him to tell them his truth. He speaks of what they ask him to: religion, friends, good and evil, self-awareness, and other important issues [5, 348].

Have a brief look onto the History of the American literature we can make a conclusion that at the end of the XIXth century it was the beginning of the realism in American literature, but Ralph Waldo Emerson founded the new stream, which called transcendentalism. The main ideas, philosophic thoughts and sources of the transcendentalism we also can observe at Gibran Khalil Gibran literary style and creative works. Gibran settled in America and absorbed the western culture, mixed it with the eastern traditions and mentality, used the best of literary genres and motive in his creation works, and borrowed the main aspects of transcendentalism and Emerson’s philosophic thoughts. The main character of the most famous essay in Arabic world and America “The Prophet” was Almustafa, which obtained the ideas of the “self-reliant” man from the Emerson’s philosophic essay. These two characters, the Self-Reliant man and Almustafa are very similar but not identical. Gibran's ideas on the advice Almustafa should give are not only similar to the ideas Emerson has on his Self-Reliant man, but they enhance the ideas in creative ways. “There are three main themes that permeate both works: emphasis on the Self, how to live your life, and religion [1, 494].” In these major themes, both authors come up with sub-points that tie together throughout their prospective works. Both men seem to have a very different view of the past. Almustafa speaks about how the past should be remembered: "let to-day embrace the past with remembrance" [4, 74], while Emerson talks the way the past is not very important, instead of it we should look at ourselves in the present and keep moving forward: "history is an impertinence and an injury, if it be anything more than a cheerful apologue or parable of my being and becoming" [4,541]. The Self-Reliant man would not care for the past, unlike Almustafa. There is no doubt that Emerson literary style and views influenced Gibran Halil greatly, his new transcendentalism stream had a great influence on Gibran's literary style. In America in the XIXth century there was the end of the romanticism and the beginning of the realism. In Arabic countries at the beginning of the XXth century the romanticism only started his development. Gibran Khalil Gibran with his friends founded the new literary school "Syro-American", which made a great impact on development of the modern Arabic literature.

Emerson's influence on Gibran is evident with even just a cursory look at all of Gibran's works. Both Gibran and Emerson display Transcendentalist ideas in all of their works [5, 319]. Readers can learn so much from these two works: how to live their lives, about importance of the emphasis on the self, and that religion is everywhere in life. The ideas from "Self-Reliance" can be used to enhance what one reads in "*The Prophet",* and vice versa. Almustafa and the Self-Reliant man would have much to talk about if they were real. They oppose each other sometimes and agree with each other at other times, enhancing each other's ideas all along [1, 477].

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CHURCH HETEROTOPIA AS ANOTHER SPACE IN THE NOVEL A. IVANOV "PSOGLAVTSY" AND "COMMUNITY"

Foucault, drawing our attention to the space, focuses on the fact that this category is not new , and already has its own story (for comparison: in the Middle Ages was localized space in our own days it was over, "location determined relations Neighborhood between dots or elements of" [Foucault M. Other space, p.172]). In connection with these changes, Foucault introduces the concept of "heterotopias", which represent a complex system of relations. Foucault believes that all cultures form heterotopia.

Researcher classifies them into two types:

1) heterotopia crisis – sacred spaces that are in a state of crisis.

2) heterotopia deviations – a detachment from everyday life standards.

On the basis of the theory of Foucault consider heterotopia church (temple) in the novels of Alexey Ivanov "Psoglavtsy" and "Community". In the novel "Psoglavtsy" in the first place, we first see the appearance of the church, and then get into the room (*"The church stood on top of a flat mound, overgrown with weeds tight"* [Ivanov A. Psoglavtsy, p.21]). The author includes a description seemed to be invisible and little notes, but they complement the image of the church and make it something animal, wild, eludes usual routine of life. In addition, the church embodies the collision of two faiths: paganism and Orthodoxy, on one wall mural depicts Saint Christopher. In the second novel by Alexei Ivanov, "Community", which is dilogy with "Psoglavtsami" we find ourselves immediately in the space of the church, and that's what is interesting. Reduced image of the temple, is deprived of holiness and spiritual fullness, even the priest who leads a memorial service chatters prayer "without deference to the death" and "straighten him there was no one, because the rules of prayer and service, no one knew". Funeral ritual incomprehensible and irritating Gleb (*"What the guys Hermes started the show with the burial service?"* [Ivanov A. Community, p.6]). Alexey Ivanov creates an image of the church as a certain point at which people should come because we need, perhaps still alive the memory of ancestors, but not for the salvation of souls.

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¿PREPARACIÓN PARA "EL PASADO" O ESTÍMULO PARA "EL FUTURO"?

Hoy en día, en muchos países de Europa se observa unproblema que se refiere a las prácticas docentes en la esfera de la enseñanza tanto secundaria como superior. Casi todos los estudios, análisis y diagnósticos, elaborados por expertos o instituciones públicas o privadas, constan el total predominio de la enseñanza tradicional (basada en el memorismo y el libro de texto) en las aulas preuniversitarias. Como muy bien sintetizó el problema uno de los expertos españoles Domingo Marrero Urbín a mediados de 2008, en España, por ejemplo, "los colegios preparan a los alumnos para el pasado". Es decir, el proceso educativo desmotiva, descapacita, aburre, y promueve el abandono escolar. En esta perspectiva hay que buscar un estímulo que centre al estudiante como eje del aprendizaje y en medio de un ambiente rico y estimulante para que las habilidades y competencias sean desarrolladas.

El término de competencia, surge en el año de 1974, a raíz de un intento de evaluación objetiva del aprendizaje. La propuesta del modelo como tal surge de la idea de poder hacer diseño, desarrollo y evaluación curricular capaz de incluir el saber, saber hacer y saber ser como parte de la resolución de problemas, conceptos clave incluidos en un texto de la UNESCO y que sería la base de la educación de finales del siglo XX. Otros antecedentes del enfoque de competencias se encuentran en la Declaración de Bolonia, firmada por los ministros europeos de enseñanza y el Proyecto Tuning desarrollado en Europa.Ambos proyectos tenían como objetivo reformar la enseñanza, ya que el proyecto Tuning es la respuesta dada por un grupo de universidades al reto impuesto por la Declaración de Bolonia, que buscan plantear las competencias genéricas y disciplinarias específicas.

Un planteamiento surgido de estas propuestas es que las competencias no se centra exclusivamente en los conocimientos y habilidades a desarrollar en las instituciones educativas, sino lograr que el estudiante sea capaz de comprender un problema y emprender acciones para resolverlo en base al conjunto de conocimientos que ha adquirido de modo tal que desarrolle procesos meta cognitivos.

En este sentido consideramos que es el profesional docente el que debe encabezar este proceso, hecho que contribuirá a fortalecer su rol en el contexto social, científico y educativo.

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UTILISATION DES APPROCHES GRAMMATICALES PRECEDANTES DANS LE CADRE DE LA METHODOLOGIE ACTIONELLE

Le sujet en question nous a intéressé car l'enseignement de la grammaire est un des problèmes se trouvant au coeur de l'actualité de la didactique du FLE. L'arrivée des approches communicative et actionnelle ont significativement enrichi les moyens de l'acquisition de la compétence communicative, y compris sa composante grammaticale. Compte tenu de cette diversité de nouveaux types d'activités, compte tenu du decalage existant entre l'enseignement grammatical traditionnel et les stratégies méthodologiques contemporaines, il n'est pas à nier que l'investigation de la nature de ses stratégies est indispensable pour prendre la mésure de sa pertinence par rapport aux besoins de l'apprenant du FLE.

La compétence dite grammaticale fait partie de la compétence communicative linguistique. Elle se présente comme connaissance des ressources grammaticales de la langue et la capacité de les utiliser [6]. L'analyse comparative des méthodes précédantes de l'enseignement grammatical a fait apparaître quelques imperfections. Le déséquilibre existant entre l'attention prêtée à la grammaire de l'oral et celle de l'écrit est tout particulièrement considéré comme un des problèmes les plus importants: la méthode traditionnelle se concentre sur la traduction des textes littéraires à l'encontre des méthodologies postérieures prônant la communication orale au détriment de l'orthographe et limitant souvent les possibilités des apprenants [2, 3, 10].

En plus, la méthode traditionnelle présente la règle avant la pratique (approche déductive) en bloquant les capacités de la recherche chez les apprenants mais assure la compréhension correcte du point grammatical. La méthode directe (approche inductive), à son tour, propose aux élèves d'en prendre conscience eux-mêmes ce qui favorise amplement la mémorisation et la fixation du matériel mais met en doute l'exactitude de la compréhension [3, 11]. Au surplus, les méthodologies structurales s'appuyant sur l'approche implicite contribuent à la formation intuitive de la compétence grammaticale sans avoir recours aux explications, pourtant elles n'offrent pas de possibilités de maîtriser la langue au maximum possible en présentant les structures les plus usuelles dont la compréhension correcte n'est jamais garantie.

De surcroît, d'après les approches précédantes, l'enseignant demeure toujours la source des connaissances, l'apprenant n'est qu'un réservoir, ses particularités individuelles sont majoritairement négligées. D'ailleurs, le processus éducatif peut être caractérisé comme artificiel avec ses exercices de répétition, imitation et l'utilisation des documents produits uniquement pour satisfaire les besoins pédagogiques ce qui tient les élèves à l'écart de la nation porteuse de la langue.

L'approche actionnelle propose de mettre l'accent sur les tâches à réaliser à l'intérieur d'un projet global. Les tenants de cette approche considèrent qu'une communication efficace implique une adaptation des formes linguistiques à la situation de communication (âge, rang social etc.) et à l'intention de communication (faire des courses, fixer un rendez-vous) ce qui approche l'enseignement autrefois artificiel de la vraie vie en révélant la valeur pratique du français [6, 12]. On tient à croire que cette approche a réussi à équilibrer l'oral et l'écrit en traitant les documents authentiques de toute sorte. Les supports étudiés ne sont plus crées artificiellement mais sont choisis parmi une source vaste de documents authentiques (extraits littéraires, articles de journaux, émissions de radio, clips vidéos, etc.).

Ainsi, selon l'approche actuelle la langue est pour la première fois découpée, il ne s'agit plus de s'attarder sur des structures grammaticales à apprendre par cœur, mais avant tout sur le sens de la communication. Grâce à ce qu'un élève est moins forcé à apprendre les structures grammaticales par cœur, il peut lui-même prendre conscience de l'importance de la grammaire car le but de l'apprentissage est d'arriver à une communication où les participants se comprennent.

Le cours de grammaire devient une séance interactive ou le contexte de la communication est mis en valeur. Les enseignants reconnaissent le lien étroit entre les deux : la situation de communication sert à introduire le point, puis à le réinvestir dans la production. Entre un point de grammaire introduit dans un document et son réinvestissement dans une production guidée tendant vers l'authentique, les enseignants de FLE ne se contentent pas de dicter des règles : ils font également réfléchir les apprenants sur les formes à partir d'un corpus dans le cadre de la conceptualisation. Au sein de ce corpus, un certain nombre d'occurrences du point grammatical doit apparaître. La conceptualisation se réalise par les étapes suivantes : **l**'observation du phénomène, la manipulation des énoncés et la formulation d'hypothèses, la vérification des hypothèses, la formulation de règle, l'exercisation, le réinvestissement [7, 9].

L'analyse des activités grammaticales des approches précédentes nous a fait découvrir l'utilité de certaines activités qui donneront un résultat unique si on les alterne avec les activités actionnelles. Par exemple, les exercices structuraux sont extrêmement performants pour créer des automatismes pendant l'apprentissage des temps verbaux, ainsi que du genre des noms et des adjectifs etc. Les exercices structuraux conçus à l'origine pour l'oral sont utiles en phase de fixation, mais doivent être très vite dépassés au profit d'exercices de communication [12].

Les activités de conceptualisation sont également très efficaces mais souvent difficiles à effectuer chez les élèves du niveau «découverte ». Toutefois, elles sont possibles à introduire en cas de la bonne qualification du professeur. La conceptualisation fait les apprenants découvrir progressivement un point grammatical, permet de trouver la règle en autonomie en transformant les élèves en sujet de l'apprentissage.

Les exercices à trous sont un excellent atout pour mettre en jeu les connaissances acquises pendant la conceptualisation ou l'explication de la règle car ils peuvent ne contenir des trous qu'au lieu du phénomène récemment introduit [4]. Pareillement, ils sont seyants pour le développement du sens de la cohérence textuelle créant une meilleure maîtrise de la structure phrastique [13]. Néanmoins, ce type d'activités doit être appliqué modérément car souvent son accomplissement sort le point grammatical du contexte.

Les exercices d'expression avec contrainte linguistique sont une conclusion souhaitable de chaque démarche grammaticale car ils présentent une formidable occasion de réinvestir les connaissances acquises, sentir les cas de leur emploi et s'entraîner au niveau de la structure. Les variations possibles de la consigne aident à éviter l'ennui en classe et permettent de déchaîner la créativité des élèves en liant l'utile et l'agréable. Ainsi, le plus important est de savoir ressentir les capacités perceptives et intellectuelles de la classe afin de pouvoir varier les activités pour parvenir à une meilleure fixation du matériel perçu**.**

Les jeux de rôle, la théâtralisation, la simulation globale, les débats sont de bons exemples de l'exercice d'expression avec contrainte linguistique. Ces types d'activités permettent le réinvestissement des acquis grammaticaux, lexicaux, socioculturels et pragmatiques en situation simulée. Elle donne la possibilité de vérifier non seulement l'acquisition mais aussi l'appropriation du matériel. La pratique ici doit s'organiser autour d'actes de parole (féliciter, encourager, promettre, refuser, inviter) [5,8]. Assistées de la remise en ordre, les exercices d'enrichissement ou de réduction, les exercices de fléchage, les Q.C.M., ces activités permettent de diversifier le déroulement de la grammaire, maintenir l'attention des élèves et doivent être introduits en classe sans envahir toute la démarche grammaticale.

Il est alors évident que les activités apportées par les approches communicative et actionnelle assistées des exercices des approches précédentes peuvent contribuer avec une grande efficacité au progrès de la compétence linguistique. Bien sûr, la grammaire sera toujours un aspect d'enseignement nécessitant une attention particulière, c'est la raison pour laquelle il est rationnel de ne pas arrêter les recherches sur ce sujet.

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LOS ELEMENTOS FOLKLÓRICOS EN LA ENSEÑANZA DEL ESPAÑOL

Es imposible imaginar la cultura de cualquier país sin folklore como el ejemplo más expresivo del espíritu nacional. Es difícil enumerar toda la diversidad artística de formas folkóricas populares, pero, sin duda, una de las más preferidas es un cuento popular. Él refleja la visión nacional del mundo, demuestra las cualidades particulares del pueblo, nos presente la concepción del mundo, mantiene y transmite la información a las generaciones futuras en cuanto a la lengua y cultura, pone en juego la imaginación y despierta la creatividad. Durante siglos, en los cuentos folklóricos se producen y llevan al orden lógico los procedimientos y elementos variados del lenguaje. Su objetivo principal era y sigue conseguiendo un fuerte efecto artístico y una influencia estética a los oyentes. La diversidad lingüística en el territorio de España provoca una polémica seria en los estudios de los cuentos españoles populares, especialmente según el punto de vista de aclarar las tendencias comunes de su potencial lingüístico. La actualización del potencial múltiple de los cuentos populares españoles (lingüístico, didáctico, educativo) es importante en todos los niveles de la enseñanza del idioma español, pero se considera dominante para enseñarlo a los escolares de la primaria. El uso de los cuentos populares españoles en la lección garantiza el aumento de la motivación para aprender idiomas y el desarrollo moral de los escolares, también, les informa sobre la cultura étnica español, extiende su vocabulario. La dramatización de los cuentos populares españoles también juega un papel significativo. Los escolares deben percibir al profesor no sólo como una persona que tiene muchos conocimientos de su asignatura, sino también como a una personalidad interesante y viva, que puede establecer y desarrollar con ellos las relaciones amistosas, lo posibilita hacer el proceso educativo más fecundo y efectivo. La actividad conjunta entre el profesor y los escolares siempre se base en la comunicación. Y la experiencia comunicativa, sus normas morales son una parte importante de la cultura espiritual de la sociedad. En este caso, provocando el interés a este tipo de actividad creativa, se puede motivar a los escolares, facilitar su formación y desarrollar una personalidad particular.

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THE PROBLEM OF ASSESSMENT: PURRFECT CAT

Have you ever found yourself in a test so easy you were discouraged to go on with the mindless assignments? Or, alternatively, so turned off by the difficulty of an examination that the very fear of imminently failing it blocked all your mental abilities? These are exactly the issues Computerized Adaptive Testing (aka CAT) can solve perfectly well.

The idea behind CAT is built around the fact the difficulty of the test can be adapted to the level of the test-taker while the examination is taking place. It stems from the psychometric paradigm of Item Response Theory (IRT), which, essentially, assumes that each item on a test is **not** equally difficult.

In a nutshell, imagine a situation of maths testing in a primary school: a young learner is presented with a problem of solving "8+7", and gives a wrong answer, say, 14. The computer program then provides him with an easier task like “10+2”, and, in case he does not master this assignment either, goes a level down and suggests “2+2”, and so on, until the ability grade is confirmed by the program in a definitive manner.

CAT assessments are increasingly growing in importance, especially in high stakes tests (e.g. graduate examinations like GRE or GMAT). Historically, the creation of CAT tests required large financial investments, and thus neither teachers nor universities on a whole could afford to undertake this approach to testing. However, nowadays the accessibility of open-source software makes it possible for every lecturer to create an individualized computer-adaptive test.

For example, the Psychometrics Centre of the University of Cambridge has developed Concerto – Open-source Online R-based Adaptive Testing Platform that is absolutely free of charge (http://www.psychometrics.cam.ac.uk/newconcerto).

There are, of course, several unresolved issues in the industry worth considering before embarking on a CAT project. For instance, what are your “stopping rules” going to be? Should you have a specific number of items in your test, after which the test is officially over, or should you reach some cut-off SEM (standard error of measurement) point, or will it be based on a limited information pool, time constraint, criteria probability (e.g. pass/ fail), or various combinations of these? Nevertheless, whatever the obstacles are, CAT is definitely the assessment of the future.

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ERROR ANALYSIS ANDPRINCIPLES OF ERROR CORRECTION

Errors are an inevitable part of learning any language. The student’s errors illustrate that the progress is being made. Errors show us that a student is experimenting with a language, trying to communicate, developing new ideas and finally making progress. To solve this problem successfully, we need to know the types of errors, the peculiarities of error correction, the sources and reasons of errors and remedial teaching.The feedback on errors helps to make plans, create syllabus, prepare material and improve methods not only for remedial teaching but also for general purposes [3,p.15]. Furthermore, analysing errors shows exactly which level the student has already reached. It is a delicate issue to correct student's error that most teachers would probably rather not do. Nevertheless, through considering such questions as absolute comprehensibility and goals of correction, the teacher can change the negative exercise of giving corrective feedback into a positive learning experience. Mistakes are essential part of a language learning process. Taking chances, trying out new vocabulary and grammar rules and structures, is part of the progress of learning a language: getting some focused feedback at the end and trying again. Correcting every error and paying attention to the incorrect mistakes rather than correct ones, often encourages students to not take risks, to not speak up in English class, unless they know exactly how they should say this, having fear the teacher will interrupt them, explaining grammar or pronunciation rules—which will develop the theoretical understanding of the point but probably not how to use it. Students can really only learn the use of a foreign language through its actual use, but not the discussion.

In dealing with errors, teachers often look for techniques that help them make their own corrections.

If the objective is accuracy, then immediate correction is likely to be useful, but if the aim is fluency immediate correction is not appropriate. We either need to correct in a few words as we go or save any correction for after the activity has finished.

Showing incorrectness can be done in different ways:

- Repeat sentence up to the error.
- Ask one word (Tense? Past?).
- Write the sentence on the board and discuss it.
- Echo sentence with changed intonation or stress

The best way to correct mistakes is to have students the opportunity to correct themselves. Ideally a student will realize a mistake has been made and fix it automatically but that is not always the point. If a student answers a question incorrectly you can gently ask him to review his answer. One of the ways to do this is to repeat what the student said placing emphasis on the incorrect part, for instance "*I have* ***play*** *football.*" and saying it in a questioning way. Thus the student has an opportunity to think about and revise his first response [4, p.287].

- Give a hint.
- Use facial expression: surprise, frown, interest and so on.

When there is mistake, like agreement between verb and subject, use a *dramatized* facial expression to show the mistake. Pop your eyes out or bend the eyebrows. The more "*spectacular*" the facial expression is, the more amusing it'll be. In this way you'll better show that a mistake is made, but students won't take it so deeply.

- Use gestures.

Try to develop a set of gestures. Some of them may be specific to the kind of mistake. Pointing to the ground indicates the present; pointing ahead is the future; pointing behind, over the shoulder, indicates the past [4,69]. Students often use the wrong pronoun. It is quite common to hear "*She went to the theatre with* ***my*** *boyfriend.*" You may just reply by pointing to yourself with a surprised look. You may also use a gesture to hint that students should repeat something. And if they keep making mistakes, you can raise a finger to tell them **where** in the sentence the problem is. So it will be clear what they say wrong. Remember that learners need to learn the meaning of your gestures.

- Providing the Answer.

Sometimes students have no idea what the answer to your question is. If providing hints and examples does not lead them to the correct answer, you will have to provide it. Generally this is the last resort and means that a lot of review activities may be in order but keeping a positive attitude and explaining the answer good-naturedly will do a lot to keep your students positive about learning English. Asking similar questions in a simpler form will build student confidence again so that the lesson can continue smoothly.

The teacher's role is very significant here. She or he has to be very patient and sympathetic to the errors of learners. Errors cannot be corrected individually in the classroom, but they can be categorised and the teacher should take up one element at a time.

Too much correction of errors especially with red ink detests learners psychologically. The teacher should realise the importance of positive reinforcement by praising their efforts and encouraging them. She or he should aim at the clear and free communication in learners. It is difficult to design the course material or syllabus following a desired sequence of items. It is up to a teacher to decide which items should be presented when and how according to the needs of the students.

Knowledge of the process of error analysis will help the teacher to deal with the problem of errors. If you correct them too much, you might make them feel discouraged and compromise their fluency for the sake of accuracy. If you correct them too little, they'll continue making the same mistakes. Achieving the right balance is a challenging task, although not an impossible one. Giving students support is an art form, claims attention of both teacher and learner. Students need to feel that they have achieved something. There are some general principles of effective error correction, that have been proven more effective than others and that should be submitted to students. And finally you should remember the following:" Education is too important to be lost amid a constant focus on smaller problems" [4,393].

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SOME ASPECTS OF TEACHING EXTENSIVE READING TO INTERMEDIATE EFL STUDENTS

In modern world reading foreign literature, in particular English publications, plays a significant role. It is an indispensable part of teaching English because it promotes improving learners' communication skills and enlarging their vocabulary.

There are different styles of reading. It is important to know which style should be used in a specific situation in order to make reading more useful for EFL students.

We read for a variety of purposes and according to these purposes in a variety of ways. Depending on the purpose of reading we differentiate between *skimming, scanning, intensive* and *extensive reading. Skimming and scanning* are two major kinds of expeditious reading. They are considered search techniques rather than reading strategies. *Skimming* is reading quickly with a view to deriving a general meaning of the written text. *Scanning* is reading quickly to find specific information from the text. *Intensive reading* is careful reading with the aim of obtaining detailed understanding of a text, while *extensive reading*, which is the object of the given research, involves students into reading long texts for general understanding and mainly for pleasure.

The benefits of *extensive reading* are obvious. Firstly, students increase their reading speed by ignoring any details they do not quite understand. Secondly, this style of reading consolidates learners' previously learned vocabulary, improves their writing skills and can motivate students to read.

It is advisable that EFL teachers design suitable activities and exercises for teaching extensive reading at the *pre-*, *while-* and *post-reading* stages.

In *pre-reading* EFL students are prepared for what they are going to read. Activities designed for this stage create expectations about the language of the text students are going to read, they excite their interest and encourage them to talk about the topic. *While-reading* stage helps learners understand the text. By doing skimming tasks they try to determine its gist, to understand separate facts and unite them into meaningful whole. *Post-reading* exercises are supposed to help them connect what they have read with their own ideas and experience.

In conclusion, the main purpose of extensive reading is to persuade EFL students to read with interest. The more books they read, the more fluent they become.

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TEACHING VOCABULARY TO SENIOR SECONDARY SCHOOL STUDENTS WITHIN THE FRAMEWORK OF COMMUNICATIVE METHODOLOGY

The importance of learning English cannot be overestimated nowadays. The demand of the society for the quality of English training has greatly enhanced recently. There is no denying that the acquisition of an adequate vocabulary is essential for EFL students because without it they will be unable to use the structures and functions they have assimilated for effective communication.

There are two stages of assimilation of new lexical units – the stage of presenting new vocabulary and the stage of automatising students' activities with it. The process of presenting vocabulary starts with revealing the meaning of new lexical units. There are two methods of conveying the meaning of words: direct method (or monolingual) and translation. Direct method techniques are subdivided into visual and verbal. EFL teachers should pay special attention to verbal techniques while teaching vocabulary to senior secondary school students because they help learners identify the meaning of the words correctly and fix these words in their memory. Among them are guessing from context, synonyms, opposites, definitions, explanation, word-building, matching, examples, dictionaries etc.

The next stage is automatising students' activities with the new lexical units, which takes place at different levels including word-form, free word-combination, phrase and speech segment level, when students try to connect two or more sentences. At practice and retention stage learners are encouraged to do a lot of exercises which have a beneficial effect on vocabulary learning. There are a number of exercises which aim at helping students to memorize different unknown words and enrich their functional vocabulary: imitation, substitution, completion and transformation exercises, laconic answers to alternative questions, answers to other types of questions, independent use of lexical units in a sentence, uniting speech patterns into a speech segment – a dialogue and a monologue.

The most effective exercises for teaching vocabulary are communicative tasks as they are the best way to develop learners' communicative skills and enlarge their vocabulary.

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SOME IDEAS FOR USING ENGLISH POP SONGS IN SENIOR SECONDARY SCHOOL

Listening is an important speech skill and one of the means of communication which EFL students have to acquire. Using authentic listening materials, English songs in particular, can increase learners' motivation in developing their communicative skills.

The advantages of using English pop songs in the EFL classroom are obvious:

1. They contain authentic natural language.

2 EFL teachers can introduce grammar, new vocabulary and cultural aspects through songs.

3 Pop songs can be selected to suit learners' interests and needs.

4. The lyrics of songs can provide learners with situations that can be used to develop their speaking skills.

5. Students can experience a wide variety of accents.

6. They improve learners' listening skills.

7. Songs promote students' aesthetic education.

8. They create warm relaxed atmosphere.

9. Songs may stimulate creative thinking.

The work with songs consists of three stages: pre-, while- and post-listening, which helps to make the process more realistic and interesting. Each of the stages is characterized by specific techniques and activities.

Pre-listening phase includes introduction of the topic, speculating or brainstorming, which enables students to predict the words and expressions that can appear in the song, guiding questions and games. The peculiarity of this stage is removing language difficulties.

While-listening phase may include comparing, filling in gaps, repetition, ticking of items, paraphrase, sequencing, detecting differences or mistakes, matching.

Post-listening phase may include problem solving, summarizing, answering to show comprehension of the lyrics of the song, writing or speaking as a follow-up to listening activities.

To sum up, English songs are a unique teaching tool which can increase students' motivation in learning English. They are an indispensable part of communicative language teaching.

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AUTHENTIC FILMS AS AN EFFECTIVE METHOD OF TEACHING ENGLISH AT HIGH SCHOOL

In today's rapidly changing society communicative culture is rather important for the formation of pupils' way of thinking. In modern school life learners need to be aware of a foreign language situation, to be able to meet new cultural or linguistic realities. Authentic film is an important tool for teaching, listening and speaking; it allows to transport virtually the target language environment into the classroom so that live or prerecorded news, music, sports from all over the world can be viewed on students' computers in real time. In this work we will outline both advantages and disadvantages of using authentic films in teaching English at high school.

The main advantage of using film in the language classroom is the mobility in the inventory. By doing this, teacher can rewind the video, which will help pupils to learn the materials better and work with individual dialogs in detail. Secondly, these videos consist of visual information about place of the action, people's appearance and actors' nonverbal behaviour. Learners can see the real emotions and hear the intonation of English words. Thus, they have the possibility to learn about realia of the modern world and people's mentality in real life situations. Last but not least is that films may have a strong emotional impact on pupils and serve as an incentive for increasing an additional motivation for further learning of the language. Authentic film gives the opportunity to increase learner's competence involving all basic communicative skills.

On the other hand, watching films can take a lot of time, more than the lesson can provide. Also these materials can be difficult for learners in understanding. In this way teacher should find the film with an appropriate level of the language. What is more, the small screen size can lead to difficulties in perceiving details. Moreover, searching for special video films and making the exercises for it takes a lot of time. That's why teachers refuse doing it, in order to save time. One more disadvantage is that the school can't afford to buy expensive video equipment. Finally, most pupils perceive the process of watching a film in the class as an entertainment. So, any interruptions during the film or introduction of activities can be met with indignation.

Taking everything into account, teacher is the main creator of the lesson. Only this person can decide, in what way pupils will be better in English. Use of authentic materials is the most effective method to get everything from the videos and dialogs. In this case, teacher needs to consider all the aspects of the situation and try to make the lesson brighter and to awake pupils' interest in learning English.

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INTERNATIONAL REQUIREMENTS TOWARDS THE FORMATION OF INTERPRETING SKILLS

It is a common knowledge that different scholars develop their own approach towards the ways of interpreting skills formation and interpreting itself. A great deal of scientists coordinates their work in accordance with the existing requirements, e.g.: O. Sosnitskaya, N.I. Gendina, H. Konstantinov, etc.

But there is also a set of fixed requirements towards this very aspect on the international level.

First of all, interpreter must have a perfect command of both his native and foreign languages. Secondly, the overall cultural background has to be considered as the proficient one. Moreover, interpreter has to be aware of some technological means of translation if necessary. And at last, the social skills and qualities have to be rather sophisticated to accomplish the work needed on a high level which is always required.

It should be mentioned that most of the employers pay much attention to the social skills and qualities that are also called "soft skills", as they consider those skills to be of high importance in our century of knowledge and information. These "soft skills" or "heart skills" include the set of communicative and managerial skills regarding interlingual communication. Moreover, Austrian Universities (Vienna University) were the first ones to identify those skills and developed their own curriculum with the aim of their formation.

The other international requirement for a good interpreter is referred to the successful task accomplishment. That is why international organizations' representatives encourage the universities to apply to "Project-management" course. This course includes formation of such skills as: time and resource planning, costs calculation, risk minimization and plan deviation.

That is why the universities face different problems as they need to keep pace with modern technologies and requirements of the modern world in general. New international requirements towards the interpreting skills formation emerge in conformity with the informational and technological advance and not to comply with them means to form a large gap between the progress and education in general.

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TEACHING READING FICTION TO SENIOR SECONDARY SCHOOL STUDENTS: PROBLEMS AND SOLUTIONS

Reading is considered to be a fundamental skill which contributes to the development of other communicative skills and language aspects. It helps learners to master the language material, to consolidate and accumulate it.

Success in teaching reading can be achieved by choosing appropriate reading material. *Suitability of content*, *exploitability* and *readability* are three criteria which should be taken into account by EFL teachers in reading classes. The best texts for teaching reading to senior secondary school students are authentic. But the use of only authentic materials in teaching process is hardly possible. It is sometimes more effective for educational purposes to use learner- authentic materials because they correspond not only to standards and aims of natural communication, but also to methodological demands.

While choosing reading material to be used in the language classroom EFL teachers should pay special attention to works of fiction. There are many advantages in reading fiction. It is a valuable authentic material which promotes learners' cultural and language enrichment as well as their personal involvement. Using short stories in teaching reading has a number of advantages in comparison with other literary genres. They are easier to read, which gives the opportunity for EFL learners to work effectively with the whole text.

There are a lot of possible ways to work with literary texts in the EFL classroom that are more inspiring than standard approaches. To make students interested in reading fiction teachers can give them the right direction and guidance before, during and after reading in order to help them become competent readers.

Pre-reading strategies include tasks for anticipation of what is given in the text as well as vocabulary and grammar work. *While reading* stage envisages exercises that are connected with reading and rereading of the whole text or its parts to determine the main points of the story, to search for specific information and establish logical connection between separate facts. *Post-reading* is the final stage which is aimed at developing learners' speaking skills and its activities can involve students in discussion of the main problems of the text as well as enrich, refine and stimulate learners' interest in the given topic.

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PHONETIK IM DEUTSCHUNTERRICHT

Im Deutschunterricht für Ausländer fehlt oft die Zeit, sich ausreichend mit phonetischen Problemen zu befassen oder gar die Vielzahl der Schwächen bzw. auch Fehler in der Aussprache des Deutschen zu beheben. Phonetische Belange sind zwar für schriftliche Arbeiten, z.B. Briefwechsel, Übersetzungen u.ä. unerheblich, für die mündliche Beherrschung einer fremden Sprache jedoch umso bedeutender. Gehört doch das Sprechen neben dem Hören, Lesen, und Schreiben zu den klassischen vier Fertigkeiten, welche im Sprachunterricht geübt werden sollen. Im modernen Sprachunterricht sollte das Sprechen längst seinen Nischenplatz als eine Fertigkeit neben anderen verloren haben, da es von der Wissenschaft längst als ein hochkomplexes, motorisches und neurologisches Phänomen wahrgenommen wird. Dennoch steht man den Problemen der Phonetik nicht immer aufgeschlossen gegenüber und das obwohl die Phonetik mit korrekter Aussprache zum modernen Unterricht heutzutage dazugehört und die Schulung der Aussprache als unverzichtbarer Bestandteil des Fremdsprachenunterrichtes allgemein akzeptiert ist. Die Problematik rührt zu einem nicht unwesentlichen Teil auch daher, dass die Phonetik nur unzureichend in den Unterricht eingebettet wird und somit nur selten als kommunikativ-funktional gelten kann. Das Training isolierter Wörter führt nämlich noch keineswegs zu Beherrschung einer normgerechten Aussprache. Um Phonetik zeitgemäß und adäquat zu vermitteln, bedarf es also nicht nur ausreichend Zeit, sondern auch einer pragmatischen Notwendigkeit bzw. einer stärkeren Berücksichtigung pragmatischer Ziele. Im Gegensatz zu Latein oder Altgriechisch lernt man moderne Sprachen – so auch Deutsch – um sich mit anderen Menschen verständigen zu können, um sich im

Zielsprachenland zurechtzufinden oder auch um geschäftliche Kontakte persönlich oder via Telefon wahrnehmen zu können.

Um einen sinnvollen und zukunftsträchtigen Phonetikunterricht realisieren zu können, ist einerseits natürlich ein hohes Maß an Übungsbereitschaft seitens des Lernenden notwendig, sondern auch ein Lehrmaterial, das die notwendigen theoretischen Fakten, die Zusammenhänge und Abhängigkeiten in methodisch und chronologisch gut durchdachter Weise darlegt und jede phonetische Erscheinung mit Übungen belegt, die vor allen Dingen kommunikativ-funktional sind. Abschließend ist also festzustellen, dass der Phonetik im fremdsprachlichen Deutschunterricht endlich der Platz zukommen sollte, der ihr und ihrer Wichtigkeit für eine lebensnahe Kommunikation, gebührt. Fremdsprachenunterricht muss neben den althergebrachten Methoden Hörverstehen, Leseverstehen, Grammatik usw. auch die Lautlehre als gleichberechtigte Disziplin anerkennen, wenn er dauerhaft Erfolg haben soll.

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COMMUNICATIVE GAMES IN THE EFL CLASSROOM

In recent years the growing popularity of the communicative approach has caused a constant need for creating various communicative techniques and activities that stimulate learners' cognitive interest, provide useful fluency practice and help students communicate more freely in the EFL classroom. Among them are all sorts of information-gap activities, problem-solving tasks, different communicative games, in particular role play and simulations.

The term "communicative games" means learners' joint activity, mutual cooperation where participants are equal partners who try to take into account each other's interests. Such games have a lot of advantages in comparison with other classroom activities: they increase learning motivation, integrate various linguistic skills, encourage creative and spontaneous use of language, reduce learners' anxiety, create a meaningful context for language use and provide a cooperative learning environment.

Communicative games include three tasks: linguistic, communicative and activity-based. The fulfilment of a linguistic task envisages the formation and development of speech habits and skills in the process of purposeful use of a given language material in speech activities. A communicative task consists in information exchange between the participants of the game in the process of their communication. An activity-based task models the way of team work that speech partners are engaged in.

Eu.O. Maslyko and P.K. Babinska single out six types of communicative games. There are games based on ranking or ranging, on information gap, on grouping or choice of suitable variants, on searching the match and coordination of actions; there are interviews and role plays (drama-like classroom activities where students take roles of different participants of a situation).

In conclusion, communicative games let students feel more confident in the EFL classroom. Well-chosen games are invaluable communicative activities because they give pupils a break and allow them to practice language skills at the same time. The areas of vocabulary, the range of structures and functions that can be introduced by means of communicative games go far beyond the limits of pair or group activities, such as discussion, dialogue and problem solving. Last but not least, communicative games can add joy to the lesson and help learners see beauty in a foreign language.

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PROBLEMAS DE LA ENSEÑAZA DEL ESPAÑOL COMO LENGUA EXTRANJERA (ENFOQUE COMUNICATIVO)

El idioma es un aspecto muy importante para conocer la cultura humana y como cualquier fenómeno puede ser entendido y descrito exclusivamente por las palabras. La lengua española es uno de los medios principales de comunicación en todo el mundo porque, como se sabe, España actual juega un papel importante en el espacio político y cultural europeo.

La investigación de la enseñanza del español como lengua extranjera ocupa un lugar importante en las obras científicas de muchos sabios, a saber V.A. Beloúsova, I.I. Borisénko, V.S. Vinográdov, D.A. Dúbov, I.A. Dyshlevaya, S.I. Méltsev, G.A. Nuzhdín, O.I. Perlin entre otros. Sin embargo, a pesar de muchas metodologías, utilizadas para enseñar la lengua española, el problema sigue siendo actual.

Tratamos de marcar unos problemas de la enseñanza del español, que surgen con el uso del enfoque comunicativo. Vale señalar que, a pesar del reconocimiento general de la eficacia de dicho enfoque, la realización práctica de este método se enfrenta con algunas dificultades.

En primer lugar, la aplicación del enfoque comunicativo presupone el uso de la lengua extranjera desde el principio de la enseñanza, lo que es poco realizable para los principiantes que no tienen todavía suficiente competencia gramatical y la del vocabulario. Si el profesor organiza el proceso docente repitiendo mecánicamente unas expresiones, eso va a tener un carácter artificial y no verdaderamente comunicativo.

Además, para comunicarse en una lengua extranjera es necesario utilizar las formas correctas de esta lengua, lo que se consigue gracias a la asimilación consciente de los conocimientos. El enfoque comunicativo posibilita que los estudiantes asimilan los elementos léxicos y estructuras gramaticales directamente en el proceso de la comunicación.

Los especialistas indican que el aprendizaje de una lengua extranjera sin un idioma-intermediario crea artificialmente una orientación comunicativa, lo cual presenta un problema. Los profesores deben seleccionar el material didáctico y los métodos de su representación correspondientes a la situación real de la comunicación, niveles de la edad, teniendo en cuenta las aficiones e intereses educativos de los estudiantes para provocar su actividad comunicativa en una lengua extranjera.

En conclusión, cabe señalar que los problemas que se refieren a la utilización del enfoque comunicativo en práctica para enseñar una lengua extranjera, son muy discutibles.

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SOCIOCULTURAL ASPECTS IN STUDYING FOREIGN LANGUAGES (ENGLISH, SPANISH, FRENCH, GERMAN, POLISH)

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LE JEU DES MOTS DANS LA LANGUE DES ENFANTS

Malgré que le jeu des mots est assez bien étudié par des linguistes de différentes écoles (J.-L.Le Quellec, J.-P. Brisset, D. Diderot, D.Minaev, Y.Kozlovsky, N.Yakimenko, V.Vinogradov, A.Gvozdev, B.Norman, A.Chtcherbina, D.Chmelev et d'autres) il y a des problèmes qui restent intéressants dans la théorie de ce phénomène. Tout de même nous ne trouvons pas les études sérieuses sur le jeu des mots dans la langue des enfants malgré que ce phénomène y est typique.

L'intérêt pour ce problème est expliqué par les spécificités propre à l'âge d'enfant, leur vision particulière du monde, l'originalité et le caractère naturel à la réaction à l'environnement.

Le nouveau-né a la capacité d'apprendre la langue maternelle avec une facilité extraordinaire. Depuis quelques années, il sait un système complexe de propriétés phonologiques, lexicales et syntaxiques, qui lui permet de donner un sens à son langage (sémantique) et d'entrer en communication (pragmatique). Ces capacités cognitives vont agir en interaction avec le développement psychoaffectif.

Souvent les enfants ont des troubles du langage qui sont classés selon:

- l'aspect du langage (phonologique, syntaxeique, morphologique, sémantique et/ou pragmatique) ;
- la gravité du langage (légères, modérées ou graves) ;
- la force affective de la compréhension (langage réceptif) ;
- l'expressivité du langage. [2]

En s'appuyant sur les aspects nommées on peut dire que le calembour de la langue des enfants vient des troubles du langage. Mais en fait, c'est un style spécifique, qui ne connaît pas de limites, dans le champ du langage, libre d'être créatif. C'est l'une des étapes les plus importantes dans le développement de la parole des enfants, ce qui montre l'unicité de la pensée d'enfant.

Il est évident que les enfants font des jeux de mots inconsciemment. Et il y a quelques raisons à savoir : les associations, l'allégement phonétique de la prononciation et l'imitation. Ce sont les indicateurs physiologiques qui font la base du calembour d'enfant.

Dans la stylistique classique on étudie le calembour comme jeu de mots qui emploie differents sens de mots pour obtenir un effet inattendu.

En annalysant 30 cas de calambours d'enfant de 2 à 5 ans, tirés des forums Internet, des blogs nous avons trouvé les types suivants :

Homophonique – figure qui consiste à substituer un élément à un autre de prononciation identique mais de sens différents : *Roman (5 ans) revient de classe de neige. En descendant du bus, il crie à sa maman :*

- *C'était génial, maman, le paysage était téléféerique!* (tel féerique) 12% sont d'apres le types d'homophones.

Synonymique – figure qui consiste à remplacer un mot par un autre de même sens pour créer un effet inattendu: *La maman d'Élise (2 ans) ne veut plus regarder la télé et lui demande d'appuyer sur le bouton. N'y arrivant pas, elle vient vers elle et lui dit :- Maman, j'ai un problème, j'arrive pas à déboutonner la télé !* (éteindre la télé) 28% ce sont les calembours synonymiques.

Polysémique – figure qui exploite les divers sens attribués à un mot ou à une locution: sens concret et abstrait, sens propre et figuré, etc. : *Marie (4 ans), qui est en train de jouer dans le jardin, est appelée par sa maman: – Viens, ma beauté. Marie répond : – Mais, maman, c'est pas moi beauté, c'est le chat !* 8% sont le calembour polysémique.

Paronymique – un élément est remplacé par un autre qui lui est proche phonétiquement: *Baptiste (5 ans), qui revient d'une visite chez l'ophtalmologiste, dit à son père :*

- *Papa, le docteur a dit que j'étais comme un chien !*
- *Un chien? Tu es sûr ?*
- *Oui, il a dit que j'étais un dalmatien!* (daltonien) 32% sont faits à l'aide des paronymes.

Mots-valises – une fusion de deux (ou plusieurs) mots créant un nouveau mot qui est une espèce de néologisme. *C'est la première fois que les parents de Dorian (4 ans) l'emmènent patiner. Tout fier, il raconte à sa marraine : -J'ai été à la patiblanche*.(patinoire) 18% sont faits par le calembour de mots-valises.

Ainsi, les résultats reçus montrent que le plus souvent le calembour d' enfants est formé à l'aide des paronymes. Cela s'exprime par ce que pour les enfants il est plus facile de remplacer un élément par un autre qui lui est proche phonétiquement. Une quantité plus petite appartiennent à un groupe des calembours synonymiques. Les enfants utilisent des synonymes pour remplacer le mot qu'ils ne comprennent pas. Le groupe suivant est fait par le calembour de mots-valises. Ce groupe montre clairement la pensée innovatrice des enfants. Le type d'homophones est fait par le mot entendu de prononciation identique avec un autre d' un sens différent . Le groupe le plus petit est le calembour polysémique qui montre que ce moyen est le plus rare dans la langue d'enfant.

Le groupe du calembour formé par l'analogie sémantique provoque l'intérêt défini. La particularité de ce groupe découvre nettement la mentalité figurative des enfants, leur capacité de la formation des groupes associatifs. Parmi 30 calembours trouvés ce groupe fait seulement 2%. Alors il est vu que le langage des enfants est vraiment un bon champ du calembour comme procédé stylistique.

En prenant en considération la spécificité de la formation des mots dans la langue des enfants, notre attention est attirée par la structure grammaticale des calembours. D'après N. Chomski [5] chaque enfant a sa grammaire universelle qui est caractérisée par les structures specifiques (ordre des mots dans une phrase typique, conjugaison des verbes etc.). Nous remarquons que dans les travaux étudiés il n'y a pas d' études concernant l'analyse morphologique ou syntaxique des calembours. Donc, nos résultats montrent que parmi 30 cas des mots d'enfants de 2 à 6 ans :

- 64% des calembour sont fait avec des noms. Par exemple:

(Sarah, 3 ans) « Maman, pourquoi est-ce qu'il y a toujours écrit FIN sur la dernière page? Ils veulent manger ??? »

- 30% des calembours sont avec des verbes. Par exemple:

(Lily-jeanne, 3 ans) « Maman je te félicite ! Papa ! Je te fais pas Licite ! »

- 3% des calembour sont produits par des adjectifs. Par exemple:

(Karine, 6 ans) Papa demande à Karine d'aller chercher l'entonnoir. Elle y va et revient bredouille en disant : « je n'ai pas trouvé l'entonnoir ». Papa y va le trouve et le ramène et disant : « mais tu vois rien il était devant tes yeux ». Karine lui répond : « il est pas noir celui là il est orange »

- 3% des calembour sont fait avec des adverbes. Par exemple :

(Laure, 6 ans) Laure ecrit le prenom de sa cousine qui contient un « e accent aigu ». -«Maman, le e, il a un accent dans le derriere ?? »

On voit clairement que la plupart des calembours d' enfants sont construits par les noms. Les résultats obtenus montrent que le calembour représente la couche spécifique diverse dans la langue des enfants.

Remarquons qu'il serait inréressant d'étudier la spécificité de l'évolution du langage d'enfant conformément les facteurs de leur communication et de leur niveau socio-psychologique.

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GRANDES PERSONAS ACERCA DE LA CORRIDA ESPAÑOLA

Se considera que los españoles son crueles con los animales. Pero no es verdad. Los campesinos, en realidad, arrean de sus plantaciones a los perros errantes, pero les tratan con amor a sus animales domésticos. Les acusan de crueldad por la corrida. Los españoles no se avergüenzan por la pasión a esta forma de divertirse y la consideran enteramente natural. Para ellos la corrida es el pasatiempo más noble que la caza de zorros a la inglesa, donde los perros realizan todo lo sucio por los cazadores que montan a caballos. En la corrida, arriesgando la vida y contando con sí mismo y con la espada, el español debe matar el animal tan grande y peligroso. Para los españoles, la corrida de toros es el arte, y no deporte, y les ilustran no periodistas deportivos sino los críticos astísticos, incluso sus materiales se revisan por el mismo jefe del Departamento cultural. Lennet Tynan, el famoso crítico del teatro inglés, describe la corrida como: “La corrida es un ritual en el cual se combinan bien la valentía y la belleza, es lo que le falta a la sociedad occidental”. Pero el almirante Nelson está en desacuerdo con él. Un poco antes de la Batalla de Trafalgar él veía la lucha de un hombre con el toro y consideró la matanza de dos toreros como triunfo de la justicia poética y la ferocidad de espectadores le pareció tan abominable que él, según su expresion, no estaría en contra si se les llevaran en los cuernos.

Alejandro Duma, el autor de “Tres Mosqueteros” fue maravillado por el espectáculo de tal manera que no sintió ningún aborrecimiento diciendo: “Soy él que no puede ver como la cocinera disloca el cuello de galina, simplemente no podía quitar los ojos del toro que mató los tres caballos e hirió al hombre”.

Si de repente decide ir a la corrida de toros, asegúrese de llevar un pañuelo blanco y muy oscuras gafas de sol. Ustedes necesitarán un pañuelo blanco para animar al matador junto con los demás, a él que quiere mucho conseguir como recompensa una oreja, ambas orejas o rabo del toro revuelto. El alcalde de la localidad o un político importante, como están presentes durante la batalla, dan recompensa al toreador que tiene más pañuelos blancos. Las gafas de sol – para ocultar los ojos de la horrible escena cuando se cortan las orejas o el rabo de un toro muerto. Este espectáculo no es para los nerviosos. Pero vale la pena señalar que el toro, figurante en una pelea, se preparaba toda su vida para hundir sus cuernos en las nalgas del oponente. Por otra parte, el toro tiene la oportunidad de rechazar la lucha y sobrevivir. Dicen que el toro elige la muerte que infinita Paso Doble. Pero como dijo Ernest Hemingway, experto reconocido internacinalmente en las corridas de toros: “Las corridas de toros no son para turistas ni para extranjeros, y cualquier intento de cambiar el trágico final es un paso hacia el límite, lo que odian tanto los españoles”.

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THE BIBLE IS NOT CUT DIAMOND IN THE MIDDLE OF THE GLASS SOCIETY

The Bible is one of the great monuments of the world culture. More than two thousand years history, art, literature, norms of human behavior have been formed on its basis.

According to the results of sociological studies conducted in 30 countries, scientists from the University of Chicago (USA) made the conclusion that trusting in God has different impacts on the society. As it turned out, the most religious people can be considered residents of the Philippines, Chile and the United States (respectively 94, 88 and 81% of believers). Filipinos, Chileans and Americans believe that faith in God has a great positive impact on the society. According to the American Bible Society (American Bible Society, ABS), each American household has, on average, four Bible books in different translations into different languages.

There is a certain group of phraseological units, which is widely used by native speakers, regardless of their religious awareness. However, people who have no idea of the biblical texts, cannot always explain the etymological basis of an expression. The British and Americans are more knowledgeable in this area. Perhaps this is because religion in England and America has a wider sphere of influence than in our country.

In Western culture, the Bible has a special place and plays an integrating role. In the context of the American linguistic culture Bible stands out as criterion of human values. Very often biblical themes can be observed both in the daily lives of Americans and socio-political spheres.

American presidents in their inaugural messages often refer directly to the biblical text, using a variety biblical expression and messages, they are often built using strongly pronounced peculiarity of sermons.

Taking into account the fact that the sermon is the main sacral genre in the English Protestant culture, it can be assumed that many political texts, including the inaugural message of the President, contain features of the sermons to a greater or lesser extent.

More than half of the speeches of American politicians have a ritual ending *«God blesses America», «May God bless America», «God blesses»* and so on, that points directly to the preaching, messianic speaker function, associating himself with the shepherd of the nation: *" — God can bring good from evil. We need only look at the outpouring of compassion and charity that followed the attacks of September 11th for proof of this truth; God`s call to brotherhood "(Wolfowitz, November 30, 2001).*

Moreover, the use of biblical expressions in English is typical "commenting" on the part of the author. For example, the favorite biblical quote of U.S. President L. Johnson was: *"Come now, and let us reason together?" which expressed his conception in the manual.*

The President Nixon and Henry Kissinger have had the playful habit to remind each other: *"Remember Lot's wife. Never look back"*.

The favorite quote of U.S. Vice President Al Gore is: *"Whatever thy hand findeth to do, do it with all my might".*

Speech by President George W. Bush (from 10.07.2001) is one of the typical examples of using of formal signs of preaching.

In addition to lexical biblical expressions such as justice, freedom, mission, good-evil, freedom, peace, patience, justice, faith, the other features of sermons are used that sound like something familiar and understandable, and therefore not to be questioned. To recreate the biblical rhythm parallelism along with replays are used intentionally excessively: *"I'm speaking to you today from the Treaty Room of the White House, -- a place where American Presidents have worked for peace. WE're a peaceful nation. – Yet, as WE have learned, so suddenly and so tragically, – there can be no peace – in a world of sudden terror. – In the face of today's new threat, the only way to pursue peace is to pursue those who threaten it; WE will not waver; – WE will not tire; – WE will not falter; – and WE will not fail. – Peace and freedom will prevail".* Among the parallel's structures triads are used particularly frequent: *"WE'll also drop food, medicine and supplies to the starving and suffering men and women and children of Afghanistan"*.

Thus, the form of preaching used for maximum impact on the audience. The Bible can be quoted on some specific causes; it is possible to find quotes for all occasions there. The only question is not whether the politicians of other countries were able to select analogs or quotes also skillfully to express his good intentions or his attitude to certain facts and events, but in the fact is it necessary to refer to the Holy book, not knowing and not understanding the fully depth and purity of sacraments that these words come laden with .

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BILINGUAL OR BICULTURAL?

Culture is a powerful force that shapes our thoughts, perceptions, behavior and communication. By its nature, culture and language are interconnected. Language reflects culture and culture can shape language. It is common knowledge that learning a foreign language sounds impossible without being immersed in its cultural base and content. The ability to socialize effectively and to have cross-cultural negotiations will be the key to successful communication and public relations.

Since intercultural communication often includes not only linguistic elements such as grammar, syntax, pronunciation but also intercultural competence as well as the sociocultural aspects of speakers it is always hard to emphasize what elements are mostly important. Anyway, misunderstanding in communication can range from minor linguistic mistakes to serious situations which may be differently interpreted and even completely differ from one culture to another. Eventually, it can lead to culture shock. Culture shock can be described as the confusing and nervous feeling a person may have after leaving a familiar culture to live in a new and different one. Moving to a new place always means facing a number of challenges and changes. This can be exciting and stimulating, but it can also be overwhelming. A person may feel sad, anxious, frustrated, and want to go home.

Culture shock includes a few stages. Scholars call the first stage a “honeymoon”. At this time a person may experience euphoria and be delighted by all new things he or she encounters. Then comes the second stage – a “shock” stage when a person can face some difficulties even in a daily life. For instance, communication difficulties may happen because of not being understood. A person may have feelings of disappointment, irritability, anger, and sadness. The next stage is a “negotiation” stage which is characterized by learning the new culture. During this period a person may feel a certain psychological balance that is to experience a new feeling of pleasure and a sense of humor. The fourth stage – an “adjustment” or “acceptance” stage – demonstrates person’s ability to live in a new environment. A “mastery” stage is often referred to biculturalism when a person is able to participate in the host culture fully and comfortably. It does not mean total conversion: people often keep many features from their earlier culture, such as accents and languages.

Thus becoming bilingual is impossible without becoming bicultural. In this context foreign language learning involves the acquisition of other culture.

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FORMACIÓN DE APELLIDOS DE LOS ESPAÑOLES

En español igual que en otros idiomas, el segundo nombre se forma de diferentes modos. Al inicio la gente tenía sólo nombres que recibía durante su bautizo – el nombre de pila. Estos nombres se llamaban así porque, tradicionalmente, el niño tenía su nombre después de su nacimiento o a veces antes, el bautizo usualmente se llevó a cabo en una iglesia o en una pila. Por ese motivo ese nombre también se llama nombre de bautismo. El verbo "bautizar" significa además que la persona pertenence a la iglesia católica y también para dar a una persona su nombre, pero también en su acepción metafórica se utiliza como “dar un nombre a cualquier cosa, y no sólo a una persona”. Como ya mencionamos, inicialmente la gente recibía su nombre durante su bautizo, pero a medida que la población crecía, los nombres comenzaron a repetirse mucho, por lo que empezó la tradición de dar un segundo nombre.

Al largo andar del tiempo, lo que hemos conocido como segundo nombre se convirtió en el “Apellido” o “Nombre de familia”. También se utiliza la palabra patronímico. Eso significa que el segundo nombre que se forma a partir del nombre del padre. Para facilitar el reconocimiento de las personas, algunas palabras que caracterizan la persona están en el segundo nombre, de tal manera que era posible distinguir las personas porque se añadieron a las personas de nombres iguales el nombre de la madre o del padre. Por ejemplo “Fulano el de pedro , Fulana la de isabel”. En seguida, el lugar de nacimiento o de donde se vivía ha sido una opción preferible para utilizar como segundo nombre, por ejemplo: “Parménides de Elea, Pitágoras de Samos, Solón de Atenas”. Sólo personas muy famosas que no pueden ser confundidas con otras personas se metieron en la historia con los nombres que recibieron durante su bautizo, Aristoteles, Sócrates, Platón, Apeles, Fidias, Safo.

En España desde los tiempos antiguos se convirtió en una costumbre utilizar el nombre del lugar de nacimiento de la persona como el apellido que se ha añadido al nombre con la ayuda de una preposición: Juan de Valencia, Pedro de la Pena, Simone el Sevillano. Así, la preposición “de” no supone ninguna conotación de nobilidad como piensan muchos, simplesmente identifican los lugares de nacimiento. También se encuentran algunos apellidos que se formaron a partir de la ocupación, posición y rango.

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COMER EN ESPAÑA COMO FENÓMENO SOCIOCULTURAL

Dado que a los españoles no les gusta hablar sobre el tiempo y nunca planean nada, las horas de la cena y el almuerzo son para adivinar. Si usted es un extranjero y sin darse cuenta decidió cenar e invitar a sus amigos españoles, se debe advertírselo dos horas antes. Eviten los refinados platos calientes, o más bien, platos calientes en absoluto, porque si se da la circunstancia de que sus invitados vendrán a tiempo y van a contar mucho tiempo cómo lo hicieron, su plato caliente, echando humo delante de sus narices, se convertirá en el frío. La puntualidad, o sea, la falta de ella, es desarrollada en los españoles tanto que se respira en sus vidas. Cualquier jefe de camareros les dirá que una orden dictada para una cierta hora, no significa nada para el. Él comienza a hacer algo sólo cuando vea a unas personas vivas, y aún así, sólo cuando las servilletas ya estén atadas. Las cocinas en los restaurantes españoles nunca se cierran antes de las tres de la mañana. La “puntualidad” de los españoles subyace en su plato nacional. Los españoles son menos exigentes con la comida que los franceses y los italianos. Ellos consumen grandes cantidades de pescado frito, camarrones, cerdo, calamares, sardinas en la parrilla, pollo asado en un pincho, pimientos asados , anchoas a la parrilla, asado en un pulpo pincho y jamón ahumado sin salsa, que no es muy popular aqui.

Por lo general, el día comienza con el pan recién horneado, que los españoles mojan en el aceite de oliva con el ajo, y el café negro, a menudo con una gota de brandy o licor de anís. Los niños suelen desayunar con "churros", que mojan en el espeso chocolate caliente. Para el almuerzo (que nunca ha sido antes de las tres de la tarde), se come la paella o papas fritas. Estas patatas compiten con la paella. Quizás también se puede decir que es el plato nacional y sólo porque se puede prepararlo por adelantado, y luego simplemente tirar las papas al aceite de oliva hervido cuando los invitados comienzan a quejarse de hambre. "Patatas fritas" se sirven absolutamente para todo, incluyendo la paella. Para la cena, que nunca se sirve antes de las diez, miren el almuerzo, se come "Tagil", un aperitivo de las aceitunas o los huevos con mayonesa, pepinillos o anchoas o ensaladilla rusa, salchichas ahumadas de la carne de cabra a la plancha que se sirve durante todo el día en la mayoría de los bares, eso resuelve todos los problemas de nutrición. La mayoría de los ciudadanos que trabajan se han olvidado de cómo comer normalmente. Se sientan en bares, mastican "tapas" y toman su cerveza fría. Como resultado, en la noche regresan a casa sin apetito con que libran su esposa de tener que tirar ya listas “patas fritas" al hervido aceite de oliva. Sin embargo, ella tampoco tiene mucha hambre porque también tomó "tapas" con una cerveza bien fría con su amiga en la tienda.

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ETYMOLOGIE DER DEUTSCHEN IDIOME

Ins Gras beißen. Dieser Ausdruck ist umgangssprachlich, lautet grob und bedeutet – „umgebracht bzw. getötet werden“. Diesen Ausdruck kann man in Homers „Iliade“ finden. Den verwundeten Kriegern knirschte der Sand auf den Zähnen. Wortwörtlich lautet es in Vergilischem „Äneas“: „Erde beißen“. Der römische Dichter Ovid schreibt in seinen „Metamorphosen“: „Gras beißen“. Die Krieger beißen das Gras, um nicht so laut zu stöhnen. In Deutschland entstand dieser Ausdruck erst im XVI. Jahrhundert, aber mir verächtlicher Schattierung.

Zur Salzsäule erstarren Der Phraseologismus stammt aus Bibel, wo berichtet wurde, wie die Städte Sodom und Gomorrha vom Gott für ihre

Sünden vernichtet werden sollten. Unter den Geretteten war Lotus mit seiner Frau und zwei Töchtern. Die Frau befolgte den Engels Rat nicht, sich umsehen nicht zu dürfen, und wurde zu einer Salzsäule. In deutscher Sprache bedeutet der Ausdruck: „vor Schreck starr werden“.

In Sack und Asche gehen. Diese feste Wendung kommt aus Bibel. Bei Trauer oder Reue zog man sich einen Sack als Kleidung an und bestreute sich den Kopf mit Asche. Heute bedeutet es „bedauern, etwas gemacht zu haben“; „seine Schuld zugeben“. Ähnliche Bedeutung hat in der deutschen Sprache der Ausdruck: "sich Asche aufs Haupt streuen“.

Jemand(em) brennt etwas auf (unter) den Nägeln. Voraussichtlich entstand dieser Ausdruck im Mittelalter und kommt aus den Klöstern. Um während der Frühmesse bei Finsternis lesen und betteln zu können, klebten die Mönche sich auf den Fingernagel eine kleine Kerze. Wenn die Messe länger dauerte, so brannte die Kerze bis zum Ende, und das heiße Wachs tropfte auf den Nagel. Zurzeit gebraucht man diesen Ausdruck, wenn es jemandem brennt etwas möglichst schnell zu machen bzw. wenn es um eine eilige Angelegenheit geht, zum Beispiel: Dieses Problem brennt mir auf den Nägel. – Dieses Problem soll möglichst schnell gelöst werden.

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LAS CONCEPCIONES ESTÉTICAS TEATRALES DE LOPE DE VEGA

Uno de los escritores más destacados del siglo XVII es Félix Lope de Vega y Carpio (1562 – 1635). Bastante temprano el dramaturgo se dio cuenta de que las piezas, escritas por las estrictas reglas del clasicismo, no encontraban una amplia resonancia entre los espectadores nacionales. Las frases pomposas de héroes se percibían mal, las pasiones excesivas parecían frías. Pero a Lope de Vega le gustaría atraer al público, él escribía para las capas bajas. En general, el principal argumento utilizado por los defensores del clasicismo, era el principio de verosimilitud, que formó las estratégicas "reglas" establecidas, es decir tres unidades famosas (lugar, tiempo, acción). Lope de Vega creía que se presentaba absurdo restringir a un dramaturgo por un límite tiemporal de veinticuatro horas y le exigir a él la unidad de lugar. Pero la unidad de la parcela y la de la acción sí, son necesarias. Los fundadores del teatro clásico exigían unir la impresión, para una tragedia – la impresión trágica, para una comedia – la graciosa. Lope de Vega lo negó y estableció para su teatro "una mezcla de trágico y lo divertido", "una mezcla de lo sublime y lo ridículo". El dramaturgo se elaboraba la teoría de una intriga escénica que se presentaba como el nervio de cualquier pieza. Gracias a ella se vincula la obra de teatro y poderosamente mantiene al público capturado por la escena. La comedia de Lope de Vega, en sus palabras – es "un espejo de la vida". El gran talento de Lope de Vega no podía obedecer a la regulación poética. En España en contra de su estética actuó La Real Academia de Madrid, y especialmente el profesor de la Universidad Alcalá señor Torres Ramiro. Él caracterizó el teatro de Lope de Vega como "vulgar" y "bárbaro". Sin embargo, los partidarios del clasicismo no podían oponerse al sistema de Lope de Vega. El dramaturgo formuló su programa estético basándose en su experiencia creativaque era un resultado de su trabajo práctico ya realizado y se ganó la simpatía de sus contemporáneos gracias a las comedias populares. Los seguidores y admiradores del dramaturgo intervinieron en la defensa de Lope de Vega y su teoría dramatúrgica, a saber, Tirso de Molina, Ricardo de Turia, Alfonso Sánchez entre otros. En conclusión hay que notar que los escritores españoles se opusieron el drama popular, introducido por Lope de Vega, al teatro clásico y lo consideraron un fenómeno específicamente español.

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LA POSICIÓN DE CULTURA HISPANA: PERIFÉRICA O CENTRAL?

Casi siempre los investigadores de la cultura europea dejan a lado de su atención la historia y cultura de España. Lo más a menudo España está representada sólo por la época barroca y la obra de Salvador Dalí. Por lo tanto, todavía no existe la posición concreta de España en la cultura europea y mundial, no se investigó la base de su identidad nacional y cultural, tampoco concretizaron las formas culturales en las que España se había expresado más adecuadamente.

España es un país muy interesante, donde se combinan las montañas y arrozales, volcanes antiguos y valles verdes, desiertos y playas doradas. En algunos lugares, donde las superficies de la isla están cubiertas de volcanes o no hay fuentes y arroyos, cada gota de agua se considera un tesoro de valor incalculable. En climas cálidos con temperaturas altas y lluvias raras los campesinos laboriosos tratan de arreglar los terrenos gracias a las cenizas volcánicas para que crezcan mágicamente cebollas, batatas, papas y uvas. En tales circunstancias se formó el estilo de la vida de los españoles – ellos son muy trabajadores e ingeniosos, inventivos y bondadosos, alegres y abiertos . Ellos dedican sus tradiciones, ritos y costumbres a todo esto – festejan los días de cosecha o de un cultivo en particular, celebran las fiestas de Productos y en invierno – la de baile! Sus pasiones ardientes tradicionalmente se reflejan en los bailes, desfiles, obras de teatro, en las celebraciones de la ciudad. Los concursos, torneos entre los hombres, incluso los con toros salvajes – todo esto confirma una vez más el temperamento cálido de los españoles. Numerosos conquistas y campañas también dejaron su rastro en la cultura del pueblo español. La fe firme, sentimientos sinceros a Dios se reflejan en las numerosas capillas medievales, iglesias, monasterios y castillos, construidos en el estilo renacentista. Una celebración brillante de todas las fiestas católicas de siglo en siglo indica una fuerte fe en Dios y en Jesucristo. España es un país de cultura magnífica, valores centenarios que veneran y cada día festivo están elogiados tradicionalmente no sólo por todo el pueblo español sino por millones de turistas que llegan con mucho gusto a este país pintoresco y particular.

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¿TÚ O USTED PARA SALUDAR CORRECTAMENTE?

Aunque los españoles a menudo intentan apartarse de cualquier tipo de formalidades y se dirigen uno a otro de forma “tú”, o sea se tutean, a veces es difícil determinar si hace falta en esta o aquella situación hablar al interlocutor utilizando la forma “tú” o “Usted”, y su comportamiento a veces puede parecer incorrecto. Para evitar así posibles complicaciones, en nuestro trabajo nosotros vamos a examinar algunos ejemplos de alocuciones hacia el interlocutor en varias situaciones cotidianas que son parte de la comunicación.

Cuando conoces a alguien por primera vez, no hay que abusar con el “tuteo”, aunque últimamente a menudo algunos no prestan mucha atención a esta regla. Su interlocutor puede sentirse incómodo o desmanotado, eso signífica que se puede hacerse ridículo, si Usted inoportunamente habla a su interlocutor de “tú” y no de “Usted”, pero incluso aquí hay que evitar las situaciones absurdas, por ejemplo, no hablar de Usted a su madre o al padre.

Si Usted se dirige a una persona desconocida es correctamente aprovechar la ocasión y acudir a la forma “Usted”, especialmente si es una persona de cierta mayor edad o una persona que posee el estatus social más alto. Generalmente es mejor siempre hablar de Usted a cada persona desconocida o a los mayores de edad (se puede hablar de “tú” sólo cuando se realiza presentación con los niños).

Cuando conoces más cerca a una persona que es mayor o a una persona del status social más alto, o una mujer (si los interlocutores son de sexo distinto), se debe proponer hablar de “tú” o “tutear”, y está propuesta debe ser inmediamente aceptada por el interlocutor con una sonrisa agradable, es lo que se ve bien.

No hable de “tú” al camarero que se le dirige de “Usted”, especialmente si es una persona de edad avanzada (no se comporten como una persona ineducada). No hable de “tú” al taxista, a la señora de la limpieza, y al otro personal de apoyo, porque ellos tanto merecen el respecto. A su vez, ellos también no deben hablarle a Usted de “tú”. En el tabajo se puede hablar de “tú” dirigiéndose a los colegas, pero cuando se pone a hablar con los jefes, sea amable y aprovecha el formulario “Usted”, los jefes deben proponerle hablar de “tú”. Si un amigo te presenta al amigo suyo, se puede habla de “tú”, excepto cuando la edad o status social del interlocutor dice de lo que es más conveniente hablar de “Usted”. Las alocuciones “don” y “doña” agregadas a los nombres son expresiones de gran respeto. “Don” es alocución para los academicos, médicos, abogados y otras personas con educación superior (Don Juan, Don Diego, Don Quijote); por otro lado, esto es indicación del origen noble.

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CELEBRACIONES TRADICIONALES EN ESPAÑA

Igual que en muchos países, el Año Nuevo en España se celebra el primero de enero, según el calendario gregoriano, establecido en el año1582. Según las tradiciones, el Año Nuevo es la mitad del período sagrado de la Navidad, el cual empieza el día veinte y cinco de diciembre y termina el Día de los Magos el día seis de enero. En España la fiesta principal es la Navidad, es algo que simboliza una reunión familiar a la mesa puesta con abundancia, con preferencia a los dulces.

Los miembros más pequeños durante este día no se quedan sin regalos, los tienen en pleno. Para esto los niños cuelgan una calceta detrás de la ventana. El veinte y ocho de diciembre los españoles celebran el Día de los Tontos. Y el treinta y uno de diciembre, se celebra el Día de San Nicolás, una verdadera fiesta en el círculo de los amigos. En la vísprea de la noche los españoles visitan a los amigos, y ponen cava y el trocito de turrón en la cesta festiva de regalos.

Así los habitantes del País Basco son las personas emocionales, y es fácil suponer que ellos celebran el Año Nuevo lo más alegremente en toda Europa. Nadie se queda a la mesa festiva, todo el mundo se apresura a visitar los desfiles en las calles colorantes y los carnavales en las plazas de las ciudades visitando todos los bares y discotecas posibles. Los fandangos de la plaza, las Puertas del Sol, la plaza principal de Madrid, se los transmiten por la televisión a cada rincón del país mostrando la euforia y emociones que repletan en la atmósfera.

Una serie de las tradiciones está relacionada con la Noche del Año Nuevo: cuando el reloj da las doce, todos a la vez comen doce uvas, después de cada sonido. Esto, como se cree, debe traer éxito cada mes del año que viene y expulsar de la casa de cada uno las fuerzas malas. El resto de las uvas las echan a todas las partes. Para los españoles es increible tener una fiesta sin barrumbada de los productos alimenticios y es lo que no les da lástima.

La noche del Año Nuevo los dueños venden los billetes con los nombres de los huéspedes, y luego les reúnen en parejas, así que resultan las parejas de los novios y las novias para toda la noche. Por la mañana siguiente el novio debe visitar a la novia con un regalito independientemente que sea caro o barato, útil o inutil. Es muy bien conocido que la bebida más popular del año nuevo en el país de viticultura es champañ o su equivalente puramente español "Cava". Hasta Papá Noel lleva consigo una botella del vino español, para que una larga noche laboral no sea tan difícil y aburrida. Esta persona es muy romántica y por eso deja sus regalos en los balcones para cada uno. Así es el Año Nuevo español, alegre y romántico, familiar o en el círculo de los amigos.

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RASGOS PRINCIPALES DEL LENGUAJE PERIODÍSTICO ESPAÑOL

La lengua es un fenómeno vivo y dinámico que está sujeto a cambios constantes. Ella reacciona y responde a todos los cambios en la sociedad instantáneamente. En el lenguaje periodístico influye una serie de factores: el contacto con las novedades y avances técnicos, la influencia de lenguas extranjeras, el contagio de otros tipos de textos (políticos, judiciales, económicos, etc.) y, en algunos casos, una ambigüedad intencional del mensaje y cierto descuido en los usos lingüísticos como:

1). rasgos morfosintácticos: propensión al alargamiento de las oraciones mediante diferentes mecanismos, perífrasis, aposiciones, incisos, frases explicativas, locuciones adverbiales, preposicionales y conjuntivas; abundancia de la voz pasiva; tendencia a colocar el sujeto al fina; mezcla del estilo directo e indirecto; empleo de barbarismos, sobre todo anglicismos y galicismos. Construcción "a + infinitivo" en función de adyacente de un sustantivo: *tareas a cumplir*. Perífrasis "estar-siendo-participio": *están siendo analizadas las propuestas*. Supresión de preposiciones: *Administración Clinton*. Condicional con valor de posibilidad: *Los sindicatos habrían manifestado su disposición.*

2). Rasgos léxicos. Extranjerismos, sobre todo los anglicismos: *reality show, airbag, top model*, etc.; calcos semánticos: *créditos* (del inglés "credit") en lugar de "*rótulos*" o "*firmas*"; uso de siglas y acrónimos: *OTAN, UEO, sida*; eufemismos: "*hostilidades*" en vez de "*guerra*", "*incursiones aéreas*" en lugar de "*bombardeos*", "*efectos colaterales*" por "*matanzas indiscriminadas*"; formación de palabras nuevas por derivación (*balseros, faxear*) o composición (*videoconferencia, telebasura*).

3). Rasgos retóricos. En los textos periodísticos es frecuente encontrar todo tipo de figuras retóricas. Las más corrientes son metáfora: *La guerra de los cargos públicos, la cumbre sobre el empleo*; metonimia: *California prohibe fumar en los bares*; personificacion: *El buen comportamiento de los precios*; hipérbole: *Toda España se volcó con la Selección*, etc.

Como se sabe, los españoles, en virtud de su emotividad, utilizan frecuentemente el vocabulario expresivo con distinta tonalidad. Últimamente, como lo indica V.S. Vinogradov, ha aumentado considerablemente el uso del léxico insultante u ofensivo, palabras vulgares en su habla cotidiana. Todo esto, sin duda, se refleja en el lenguaje de textos periodísticos.

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ETYMOLOGIE DER DEUTSCHEN IDIOME

Im Alltag gebrauchen wir sehr oft expressive Wendungen, ohne zu denken, dass diese für einen Ausländer total unverständlich sein können. Jedes Volk, jede Kultur verfügt über mehrere idiomatische Ausdrücke. Es ist unmöglich, die Bedeutung solches Ausdrucks wortwörtlich zu übersetzen. Wortwörtliche Übersetzung hat in der Regel keinen Sinn. Jedes Volk hat eigene Geschichte, Kultur, Sitten und Bräuche, auf deren Grund viele Idiome entstanden sind. Außerdem gibt es antike, heidnische, biblische, religiöse, literarische, militärische, jägerhafte, professionelle idiomatische Wendungen. Einige davon sind leicht zu übersetzen, weil die in denen verwendeten Assoziationen im Deutschen und in der Muttersprache gleich oder ähnlich sind. Aber in den meisten Fällen wäre es „eine harte Nuss“, deren Bedeutung ohne zusätzliche Erklärungen zu begreifen. Um einige von solchen Idiomen erläutern zu können, muss man auf die deutsche Geschichte zurückkommen.

In unserem Bericht würden wir einigen Idiomen aus dem deutschen Mittelalter, Antik und Bibel Aufmerksamkeit schenken. Führen wir ein Beispiel:

Auf keinen grünen Zweig kommen. Dieser Phraseologismus kommt vom heidnischen Brauch beim Einkauf eines Grundstücks. Zusammen mit dem Grundstück übergab der ehemalige Besitzer auch einen Zweig einer immergrünen Pflanze, die Fruchtbarkeit symbolisierte, mit der auch die guten in den Bäumen lebenden Geister ins Haus kamen, die den neuen Besitzer und seine Familie unterstützen. Wer sich nicht leisten konnte, einen Grundstück zu kaufen, bekam auch keine Unterstützung und keinen Schutz der guten Geister. Heute bedeutet dieser Ausdruck: „kein Erfolg haben“.

Was bedeutet **Eulen nach Athen tragen** Dieser Ausdruck existiert schon seit 2400 Jahren und kommt von Antik, genauer gesagt aus der Aristophanes Komödie “Vögel”. In der griechischen Mythologie symbolisiert die Eule Weisheit und ist ein Attribut von der Göttin Athene. Deshalb war die Eule in der Stadt Athen in Hülle und Fülle sogar auf alten griechischen Münzen dargestellt. Die Leute scherzten in diesem Zusammenhang, dass die Eulen sich sogar in ihren Geldbeuteln vermehren. Deshalb hatte es keinen Sinn, noch eine Eule nach Athen zu tragen. Heute bedeutet der Ausdruck: „Etwas überflüssiges machen“. Auf Russisch lautet er: «ехать в Тулу со своим самоваром».

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EL LENGUAJE JUVENIL ESPAÑOL Y SUS PROBLEMAS

Como es sabido, en cualquier país los jóvenes aspiran a tener diferencia con los adultos y a presentarse con las especialidades lingüísticas de propio uso, que presentan un sistema especial. Especialmente por esta causa apareció un tipo de lenguaje que no se fija en el diccionario pero, sin ninguna duda, lo sabemos todos. Por el “lenguaje u idioma” de los jóvenes entendemos una serie de fenómenos de la lengua que caracterizan el modo de comunicarse de amplios grupos de los jóvenes, con el motivo de manifestar la desigualdad en la edad y grupo social. En España la jerga juvenil no es un fenómeno de modernidad, sino que él se está desarrollándose desde los años cincuenta del siglo XX. Su aparición se explica por el deseo de comunicarse mucho en poco tiempo y por inventar un código diferente al de los adultos que podría marcar el límite de edad; redactar un tipo de lenguaje con el que se identificarían y la tentación de posicionarse de una manera más lúdica, es decir, la divertida. La jerga de los jóvenes es característica de la edad, y no de los rasgos culturales. Hoy en día en España se observan dos variantes de jerga: la propia (que se usa entre las personas semejantes, en situaciones comunicativas informales, y sobretodo, oralmente) y la lengua estándar (la usan para comunicarse con los que no comparten ese fenómeno, extra de sus áreas y entornos de día a día). En la lengua de estándar los jóvenes poseen faltas determinadas, resultado de falta de experiencia habladora, y en unos casos, de una educación insuficiente. La presencia de aquel fenómeno provoca diferentes opiniones alreedor de si el lenguaje de los jóvenes hace más pobre o más rica la lengua general. Para algunos expertos les apetece si el joven sabe como aplicar este tipo de lenguaje en el contexto correspondiente. Para otros, el lenguaje juvenil es algo desagradable y falso, ellos dicen que las respuestas hay que encontrarlas en las tecnologías nuevas, chats o sms. Esta pobreza, sobre todo a nivel léxico, también se debe a que la falta de información resulta desinfor. El problema aparece cuando la juventud usa dicha lengua fuera de las tecnologías nuevas y del proceso de la comunicación entre los mismos jóvenes y se debe en mayoría a una falta de estratos que deben adquirirse durante su educación. Es necesario evitar dichas intervenciones, ya que pueden contribuir a que el idioma que aprenden las futuras generaciones de los hispanohablantes se haga luego mucho más pobre.

No hay que preocuparse que existe un lenguaje de los adolescentes. Lo que puede problemático es que esto provocaría una comunicación mala entre generaciones, que hace que cada vez las personas se relacionan con gente de su edad.

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FÓRMULAS DE CORTESÍA EN EL IDIOMA ESPAÑOL

Las fórmulas de cortesía se denominan las expresiones cortas que utilizamos en la comunicación de nuestra vida cotidiana. A pesar de sus diferencias, en algunas situaciones se puede utilizarlas sólo en ciertas áreas. Se debe notar que están influenciadas por diferentes costumbres locales, además, se debe tener en cuenta que son los elementos que son más consumidos, utilizados todos los días en el lugar del trabajo, en cada esfera de la sociedad y, por supuesto, en la familia. Las fórmulas de cortesía en algunos casos pueden complementar una variedad de gestos – una sonrisa, una leve inclinación de cabeza, etcétera. En la lengua española, hay dos fórmulas que se utilizan con más frecuencia y que deben conocer todos los españoles y claramente un turista, un extranjero. Estas son "por favor" y "gracias". La expresión "por favor" se utiliza cuando se está diciendo algo implicando un favor que se pueda solicitar. ¿Quiere una taza de cafe? – Sí, por favor. La segunda palabra se utiliza cuando se le niega a alguna persona en algo. ¿Desea tomar algo? – No, gracias. Además de todo, hay palabras generalizadas como "perdón, disculpe (lo siento). Por el ejemplo, si usted es culpable de algo, tiene que pedir disculpas, o sea pedir perdón. Y si estamos interesados en algo, la gente suele utilizar la palabra que expresa disculpa, por ejemplo: disculpe, ¿Este paraguas es suyo? Si se utiliza este tipo de palabras y expresiones, la gente pensará que usted tiene buenas maneras y es de modales buenos para comunicarse con su interlocutor. Si usted entra en el edificio y si estás con alguien en el edificio, estás en la escalera o cerca del ascensor o pasillos, entonces debes decir palabras de saludo como "Buenos días". Hay bastantes fórmulas y maneras de hablar, cuando realizas el primer conocimiento con alguien. A menudo la gente usa "encantado/a" o "es un placer de conocerle", etcétera, pero como se mencionaba antes, hay muchas otras formas de expresarlo. Está bien visto responder de esta manera: ¿Cómo está usted? o con una pregunta similar, pero nunca se refieren a la vida privada.

Todas estas expresiones le ayudarán a simplificar su comunicación y a hacerla más agradable y recíproca. Si usted se va a España por primera vez y si usted no sabe el idioma español, hay que tener en cuenta el hecho de que su manera de dirigirse a la gente, especialmente a los nativos, pueda resultar en la opinión que van a tener de Usted sus interlocutores, que es de dos tipos: positiva o negativa. Hay que aprender de memoria unas cosas porque le ayudarán a hacer la primera impresión a los españoles que sea muy buena, por lo que se presentará como una persona educada y amable. Como resultado, es probable que pueda encontrar nuevos amigos con bastante rapidez en este hermoso país y que se sienta orgulloso de sí mismo y de sus conocimientos recientes.

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USO DE PALABROTAS Y EXPRESIONES TABÚ

Los tacos son palabrotas, palabras "fuertes" que hay en español, como en cualquier otro idioma. Nosotros los oímos a veces, pero no aconsejamos abusar de tales palabras y expresiones, si se comunica en una lengua extranjera. Los nativos no deben participar en esto. ¿Qué piensan los españoles sobre las normas de uso de los tacos? El uso de palabrotas no debe considerarse como norma, sobre todo entre las personas cultas y educadas, y es necesario aceptarlo.

Sin embargo, en algunos casos, el uso de tacos es permisible (no tenemos en cuenta el discurso de las personas con trastornos mentales graves) bajo las llamadas "circunstancias atenuantes". Por ejemplo, una palabrota en la boca de un alegre espectador del partido de fútbol no es la misma palabra dicha por el venerable señor al empleado de cualquier establecimiento. El uso de palabrotas requiere obedecer y seguir las reglas: una mujer no debe injuriar, bajo ninguna circunstancia. Las personas mayores o las personas de estatus social más alto tienen la ventaja de usar palabrotas sobre las personas más jóvenes o las personas con un nivel socio-económico más bajo. Un jefe tiene una ventaja sobre sus subordinados. Nunca use palabrotas en un tema religioso. No se debe abusar de palabrotas, pueden ser pronunciadas solamente en ciertas situaciones bajo circunstancias "atenuantes". Una palabrota puede ser utilizada como una expresión de las emociones, pero en ningún caso debe estar dirigida al interlocutor para ofenderlo. Nunca use una serie de palabrotas, en este caso, la espontaneidad se pierde y se convierte en la sombra abusiva. Por ejemplo: "cabrón, hijo de puta". Sin embargo, es aceptable usar dos palabrotas, en este caso, cuando la segunda se pronuncia, tendrá que bajar el tono, y si es posible, no pronunciarla completamente, por ejemplo: "¡jodido cabr...!" Si se comete un paso en falso (y el uso de palabrotas siempre es un paso en falso, no lo olvidemos), debería pedir disculpas: "¡Pero qué tío más cabrón!..ohhh, perdón, que vocabulario el mío". El uso de palabrotas es más aceptable por la sorpresa. Por ejemplo, después de un partido de tenis impresionante puede exclamar "¡qué cabrón!, como juega..." Cuando te sorprende, la partícula "¡qué..!" debe estar siempre precedida de la palabrota.

Generalmente no es siempre fácil determinar si una palabrota es apropiada en una situación dada, y le recomendamos que no utilice tales palabras cuando sea posible – en este caso, usted será siempre un caballero. ¡Atención! Si usted decide no usar palabrotas, en ningún caso debe reemplazarlos con expresiones que suenan parecidos: "ostras"; "...no me toque los cajetines"; "me cachis en la mar". Y lo peor de todo son las expresiónes ridículas, por ejemplo: "corchis"; "caspitas"; "caracoles", etcétera.

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CURRENT ECONOMIC AND BUSINESS PROBLEMS

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INTERNATIONAL ECONOMICS

International Economics is thought to be the part of the theory of the market economy that studies the interaction of economic agents of different nationalities in the international exchange of goods, movement of factors of production, financing and forming the international economic policy.

The object of study of the international economics differs from the objects of research of some other parts of economic theory. Its objects are various transactions made by residents of different sovereign states. Meanwhile, the same economic phenomena and processes often have different meanings according to the situation where they occur – in the national economy or beyond it. It’s necessary to specify the following differences between "internal" and "external" economies.

Firstly, in traditional microeconomics an item is recognized as any useful thing or service produced and sold on the domestic market. In the international sphere goods are divided on tradable and nontradable ones. Moreover, not the entire range of traded goods can be realized on the foreign market because of their low level of competitiveness.

Secondly, microeconomics, based on the absolute mobility of factors of production within each country, claims that competitive firms on the market deal with roughly equal cost of labor and capital. Such firms set approximately the same wage rates in the industry and use some extra capital with the same interest rate. The international trade shows the competition of markets where firms have different prices on the goods or services they offer. These differences, in turn, have an important impact on commodity flows and efficiency of operations in the domestic trade.

Thirdly, traditional microeconomics deals with firms that carry out free trade within the country and, as a rule, are not given the governmental support. In contrast, in foreign trade it is widely practiced to use tariffs, quotas, subsidies, and other limitations imposed by each state.

Fourthly, traditional macroeconomics studies the business cycle, which is applied to all regions of the country. The back reaction of the government to economic fluctuations takes the form of fiscal or monetary policy, the impact of which is restricted by national borders. Macroeconomics deals with a completely different situation. In any period of time different countries are at various phases of the business cycle: some are in the state of severe crisis, some are in the period of stabilization, while others are at the top of the boom. The differences in the macroeconomic situation of various countries and their economic policies are followed by entail serious consequences for trade flows and other international transactions.

Fifthly, a country usually has only one type of currency and its proposal is controlled by the Central Bank. Having its own currency is generally regarded as the most important attribute of national sovereignty. In the international economics there are as many national currencies as the countries that are involved in the world economy. That's why the objects of the study are the foreign exchange markets, exchange rates and changes in this area as a result of government intervention.

Thus, the international economics is an independent part of an economics theory and has its specific subject of research.

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TENDENCIAS ACTUALES EN EL MERCADO DE TRABAJO UCRANIANO

Según las estadísticas, el año pasado el crecimiento más activo se observó en las compañías de sectores agrario y el de tecnologías informáticas. Más de tercera parte de las empresas agrarias aumentó el número de vacantes en las visiones estratégicas de sus actividades, y aún lo mismo ampliaron su negocio en general. En el sector de tecnologías informáticas las compañías hubieron respectivamente 41% y 34%. Estos datos se encuentran en la investigación de las tendencias actuales en el mercado de trabajo, realizado con ayuda de la compañía reclutada Hudson Global Resources y el portal HeadHunter. La encuesta refleja la opinión más de 600 informantes – gerentes, directores de personal y propietarios de las compañías, que tienen su negocio en Ucrania, con la pantalla más de 50 personas. Las tendencias laborales de las compañías ucrainianas y europeas parecen mucho. Más de 40% compañías fijan la reducción del volumen de ventas y respectivamente – la de ganancias. Ucrania no se distingue de Francia, Chequia, u otros países en esta cuestión. Según la experiencia de los años 2008-2009, en primer lugar, las compañías trataban de revisar sus costes complementarios y limitar la contratación de los empleados nuevos. Sólo 20% de compañías aceptaron la decisión de despedir la plantilla, por consecuencia la mayoría mantiene optimismo y esperanza en cuanto a mejorar el clima de negocios. Las compañías, que funcionan en la esfera de construcción e inmuebles, mantienen liderazgo en la cantidad de reducción – en dicho sector 18% de las compañías encuestadas decidieron optimizar su personal. Durante los años 2007 – 2008 se observó la tendencia bastante popular: invitar a «las estrellas» extranjeras para gestionar las empresas en vez de perfeccionar las capacidades de trabajadores propios. Además actualmente durante el proceso de la selección de personal los responsables utilizan de la manera actiav la Red Internet. 63% de empleados de departamentos de personal verifican los perfiles de los candidatos en las redes sociales – en primer lugar LinkedIn, Facebook o Twitter. Las compañías de tecnologías informáticas (35%), los bancos (22%) y las empresas de industria pesada (20%) utilizan más activamente este canal para recoger la nformación sobre un candidato. Esa tendencia se observa mucho menos en los sectores farmacéutico y automovilístico.

Entre las tendencias del mercado de trabajo se destacan la tentación de optimizar la estructura de recursos humanos y el paso del crecimiento derecho de salarias a los formatos inmateriales para la promoción de los empleados.

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EL TURISMO IDIOMÁTICO EN AMÉRICA LATINA

La enseñanza del español como lengua extranjera adquirió el carácter estratégico en necesidades lingüísticas, educativas y económicas de diferentes países que colaboraban en tales esferas como la enseñanza, medios de comunicación y turismo. El turismo idiomático es un producto de importancia estratégica predestinado en la mayoría de casos para un turista más joven y una duración de la estancia que supera la habitual.

El turismo idiomático, SE define por la Organización Mundial del Turismo como "las actividades que realizan las personas durante sus viajes con el fin de hacer una inmersión lingüística en un idioma distinto al de su entorno natural" es una actividad social que creció significativamente en América Latina. El turismo idiomático se considera como una forma de turismo educativo cuyas motivaciones principales son viajar a un destino diferente al de la residencia habitual y aprender el español. Incluye la asistencia a diferentes cursos específicos y las visitas para conocer los lugares de interés culturales de América Latina.

Viajar a América Latina, cuya idioma oficial es el español, se considera muy útil para mejorar el dominio de lenguas extranjeras y el conocimiento de culturas de otros países. A los turistas se ofrecen la información de todos los gustos y edades: diferentes programas específicos para adolescentes, cursos para gerentes jóvenes, cursillos profesionales y jubilados e, incluso, para las familias en vacaciones.

Los turistas extranjeros que quieren aprender el español llegan a Argentina, Brasil, Ecuador, El Perú y otros países latinoamericanos. Por ejemplo, para aprender la lengua española cada año a Argentina llegan más de 50.000 jóvenes, atraídos tanto por la calidad de la oferta educativa, propuesta por más de 200 centros docentes, como por la abundancia turística, ya que aprovechan su estancia para pasear. Así, para el aprendizaje del español, entre todos los países de América Latina, los turistas eligen Argentinase, desplazando otros mercados más tradicionales de México, Ecuador y Costa Rica. También entre los turistas se considera bastante popular la oferta del turismo idiomático de Brasil, Guatemala, El Perú entre otros.

En conclusión, podemos decir que la motivación principal del turismo idiomático es aprender un idioma extranjero; en este sentido el español es un recurso turístico con un gran potencial, porque es un idioma que cada vez adquiere mayor relevancia socioeconómica, está convirtiéndose en un recurso rico para profesores, empresarios, diplomáticos, universitarios, científicos y políticos.

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EL PROBLEMA DE DESEMPLEO

Hoy en día se fijan numerosas personas que están en el paro. Este tema todavía se queda uno de los serios en todo el mundo. El desempleo, según la definiciónde la Organización Internacional del Trabajo se produce cuando la gente está sin trabajo y lo busca activamente. El nivel de desempleo se calcula como un porcentaje dividiendo la cantidad de personas desempleadas por el número de todas las personas ocupadas en las actividades laborales.

Hay un debate teórico sobre las causas, consecuencias y soluciones para el desempleo. El desempleo "oficial" se refiere al número de empleados que están encontrando un trabajo y actualmente no reciben salario. Teniendo en cuenta que las estadísticas oficiales de desempleo excluyen a las personas que se desanimaron en la búsqueda y la dejaron, la tasa de desempleo real siempre supera la oficial. Hay varios sub-tipos de desempleo. El desempleo friccional se conecta con las dificultades de los trabajadores cualificados que buscan puestos de trabajo correspondientes a su calificación. Un universitario, que está en la búsqueda activa de trabajo es un ejemplo. Es casiimposible evitar el desempleo friccional porque ni los candidatos tampoco los empleadores pueden tener información perfecta o actuar de manera instantánea.

El desempleo cíclico se refiere al desempleo, que es un producto del ciclo económico. Durante las recesiones económicas, por ejemplo, a menudo hay una demanda insuficiente de mano de obra y los salarios se caen generalmente lento a un punto en el que la demanda y la oferta de mano de obra están en equilibrio.

Empleo estructural se produce cuando los trabajadores no están calificados para los puestos de trabajo disponibles. En dicho caso los empleados no tienen trabajo periodicamente y con frecuencia requieren una reformación profesional. El desempleo estructural puede ser un problema grave dentro de un sector económico (la industria ligera, por ejemplo).

Cuando los economistas hablan sobre el pleno empleo, el desempleo friccional y un pequeño porcentaje de desempleo estructural son excluidos. En general existe una relación entre la inflación y el desempleo, peroestos factores no son a largo término.También hay una compensación entre el empleo y la eficiencia. Del mismo modo, el empleo estructural es un problema cuando las tecnologías productoras avanzan los conocimientos profesionales de los trabajadores y ellos deben actualizar su formación o recibir la nueva para adaptarsea las tecnologías nuevas.

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MÉTODOS DE EVALUACIÓN Y SELECCIÓN DE EMPLEADOS

Este tema es muy importante para el momento actual, porque las cuestiones de personal en la economía de mercado y el mercado laboral son particularmente importantes, ya que cambian el estatus social de los empleados, la naturaleza de su relación con el empleo y las condiciones de la venta de mano de obra. En estas circunstancias, un empresario (un empleador) debe decidir a partir del hecho de que el potencial humano se manifiesta en términos favorables para el empleado y su habilidad en el desempeño del trabajo, la solución de problemas dependen de muchos indicadores de calidad y caracterizándolo como un individuo y profesional.

Es necesario prestar atención a lo que cada organización utiliza sus propias técnicas específicas en cuanto a la selección de trabajadores potenciales que sólo son eficaces para una organización particular.

El objetivo primordial de la selección de personal es identificar a los candidatos más adecuados que son profesionales para realizar las necesidades de la entidad. Entre los factores que hay que tener en cuenta se distinguen tales como:

- la educación (o nivel de la enseñanza), que se considera como principal, y su relevancia al trabajo propuesto;
- la experiencia profesional (la mayoría de los empleadores prefieren contratar a candidatos con experiencia);
- datos médicos – un requisito de ciertas cualidades físicas;
- datos personales – el estatus de los pretendientes en la sociedad.

Además podemos distinguir tales métodos de selección de personal como: detección de la conversación anterior, las solicitudes completas, conversaciones de empleo, pruebas de empleo, verificación de referencias y antecedentes, un examen médico, pero no se olvide de los problemas que surgen durante el empleo y, en particular, las pérdidas de la organización de los errores en la selección.

La evaluación del personal es una de las funciones principales de las organizaciones de servicios humanos, cuyo objetivo es definir las cualidades empresariales y morales de los trabajadores. Hay cuatro mecanismos básicos de la evaluación del personal en la práctica mundial: los salarios, la carrera de trabajo, la certificación y la competencia individual. Pero nunca debemos olvidar que los sistemas de evaluación del personal varían mucho y de vez en cuando son bastante complejos.

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AUSLÄNDISCHE DIREKTINVESTITIONEN IN DER UKRAINE

Die Attraktion ausländischer Direktinvestitionen (FDI), deren Kennzeichen laut Internationalen Währungsfonds eine Beteiligung von mindestens 10% am Unternehmen im Ausland ist, wobei unter Berücksichtigung des Kontrollaspektes meist von einer Beteiligung von 25% und mehr ausgegangen wird, ist für die Ukraine von zentraler volkswirtschaftlicher Bedeutung. Neben dem Zufluss von knappem Kapital ist damit auch die Übertragung neuer Technologien sowie moderner Management-Methoden verbunden.

Man muss betonen, dieser Prozess basiert im Wesentlichen auf folgenden Faktoren:

- mit ca. 48 Mio Einwohner bietet die Ukraine einen großen Binnenmarkt;
- das Ausbildungsniveau der Bevölkerung ist hoch und die Qualifikationsstruktur der Arbeitskräfte ist besonders im ingenieurtechnischen Bereich sehr günstig;
- mit einem ziemlich niedrigen durchschnittlichen Monatslohn besteht ein deutlicher Lohnkostenvorteil;
- die Ukraine verfügt prinzipiell über eine gut ausgebaute sowie stark modernisierungsbedürftige Infrastruktur.

Im Vergleich zu vielen europäischen Ländern ist der gesamte Bestand ausländischen Kapitals in der Ukraine ziemlich niedrig. Er konzentriert sich vor allem im Bankensektor (34%). Zählt man dazu die Branchen Immobilienwirtschaft, Bausektor und unternehmensnahe Dienstleistungen (16%), so ist in diesen Sphären die Hälfte der Direktinvestitionen akkumuliert. Metallurgie (13%) und Handel (11%) sind mit einigem Abstand weitere nennenswerte Zielbereiche. Diese Struktur spiegelt sehr präzise die „Boombranchen" der Vergangenheit wieder. Das Problem hierbei war aber der starke Fokus auf die Produktion nichthandelsfähiger Güter bzw. Dienstleistungen und weniger auf handelsfähige Güter. Dadurch konnte kaum das Exportpotential geschaffen werden.

Was bestimmte Herkunftsländer angeht, so sind mehr als zwei Drittel der ausländischen Dirktinvestitionen, die in der ukrainischen Wirtschaft in den letzten Jahren eingebettet sind, aus Zypern. Dieser oben genannte ausländische Investor liegt also mit weitem Abstand vor Deutschland (6,2 Milliarden US-Dollar), den Niederlanden(5,5 Milliarden US-Dollar) und Russland(3,8 Milliarden US-Dollar). Dazu gehören noch Österreich (3,2 Milliarden US-Dollar), Frankreich (2,7 Milliarden US-Dollar), Großbritannien (1,8 Milliarden US-Dollar).

Während die Ukraine in den Jahren vor der Krise deutlich erhöhte Zuflüsse von FDI verzeichnete, ist deren gesamter Bestand unverändert sehr niedrig. Dazu kommt eine Struktur, die sehr stark auf den Banken- und Immobiliensektor ausgerichtet ist, und in verkleinertem Maß auf den Exportsektor.

Um diese Probleme zu beheben, sollte neben einer grundlegenden Verbesserung des Investitionsklimas auch eine gezielte Investitionsförderung betrieben werden. Da in diesen Bereichen jedoch erhebliche Defizite zu verzeichnen sind, müssen noch viele relevante Fragen aufgeworfen werden, insbesondere auf dem gesetzgebenden Niveau.

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FACTORS INFLUENCING THE EASE OF DOING BUSINESS INDEX AND ITS RATE IN UKRAINE

The rating concerning ease of doing business in the country is one of the main economic indicators nowadays.

Economies are ranked from 1 to 189 by the ease of doing business index. It measures and tracks changes in regulations affecting 11 areas in the life cycle of a business: starting a business, dealing with construction permits, getting electricity, registering property, getting credit, protecting investors, paying taxes, trading across borders, enforcing contracts, resolving insolvency and employing workers.

As of 2014, Ukraine takes the 112th place in this rating. After analyzing these data, one can make a conclusion that Ukraine has not got the best favorable condition comparing with the other countries all over the world.

There are certain factors thatcause Ukraine’s difficulties in doing business. One of them is the fact that Ukraine cannot protect investors.There is no point in investing in the country that cannot provide the money return to the investor.

Another key point that awakes an investor’s fear is that Ukraine has a huge debt and cannot square it up. Such a debt can lead Ukraine to the default.

One more issue for business people is absence of clear regulations. Absence of clear legible regulatory environment prevents both domestic and foreign entrepreneurs from investing and entering the market. Already existing business persons are enforced to adjust to constantly changing regulations.

Corruption is another topical problem in Ukraine. Basing on this criteria each year Ukraine occupies dominate positions in the international rating. Such a state of affairs for small and middle business is harmful.

Bribe amounts can exceed start-up budget. As a result, Ukrainians are not motivated to start their own business.

All above-mentioned factors are a complex of the ones which are obvious and existing for a long time in Ukraine that do not allow Ukraine to maintain its business. Resolution of these problems by the current authority can let Ukrainian entrepreneurs advance and develop the domestic market and in its turn will attract foreign investors.

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ANÁLISIS DE LA DEUDA EXTERNA: LA BALANZA DE PAGOS

La deuda nacional resulta de la deuda financiera del Estado que está predestinado para cubrir el superávit presupuestario. En los últimos diez años la deuda pública sumando los déficits y con respecto a la deducción de los excedentes presupuestarios se ha aumentado. El problema se centra alrededor del gobierno central, las autoridades regionales y locales, así como en el efecto de que la suma total de dicha deuda de las empresas se conecta con la participación del gobierno en la actividad proporcional a los beneficios de reparto anual.

Para gestionar la deuda pública es la implementación del Estado para pagar a los acreedores y reembolsar el préstamo, efectuar los cambios teniendo en consideración los préstamos ya emitidos, presentar las condiciones para emitir nuevos títulos públicos. El ciclo de la gestión de la deuda consiste en las siguientes tres etapas: la de atracción financiera, de colocación y la de reembolso. El reembolso de la deuda se realiza a partir de las tres fuentes principales citados a continuación: el presupuesto, los fondos de divisas y el nuevo endeudamiento. El oro y las reservas de divisas sólo se utilizan para los pagos durante su crisis de cualquier tipo.

Exisiten unos pasos o métodos para reestructurar la deuda, a saber: reducir la deuda a corto término, o sea la deuda interna gracias a aumentar los pagos externos, lo que vuelve a ser menos costoso a largo término. La balanza de pagos es el coeficiente entre la suma de todos los pagos en la divisa nacional del país a otros países durante una fase tiemporal determinada. El saldo de la cobertura del pago se debe principalmente a la exportación e importación de los productos para que los pagos se hagan equilibrados o balanceados. Los elementos de la balanza de los pagos se denomina la balanza comercial. Pero la balanza de los pagos no incluye toda la balanza empresarial durante un período, sólo el pago se fija corrientemente en los bienes exportados e importados.

Además, hay un déficit en la balanza empresarial, lo que nos marca que el costo a pagar por las importaciones excede los ingresos provenientes de los bienes y servicios exportados. El balance invisible incluye el transporte, teléfonos, servicios turísticos, acciones telegráficas y postales, etc. Si hay un déficit en la balanza de capitales, eso significa que se observa la disminución de capitales o su reflujo. El déficit por las cuentas corrientes se financia con ayuda de los préstamos extranjeros, lo que plantea la liquidación de la deuda externa.

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NUEVAS TENDENCIAS EN EL DESARROLLO DE LA ECONOMÍA CUBANA

Como indican los especialistas, hoy en día, el futuro económico de Cuba depende en gran medida del éxito de las reformas, el facto objetivo comprendidopor el gobierno actual cubano. La llegada al poder de Raúl Castro dio un impulso cualitativo para "actualizar" el socialismo cubano. Los ciudadanos cubanos recibieron el derecho de comprar y vender inmobiliarios y automóviles, utilizar la telefonía celular. Además se cancelaron los visados llamados "los de salida", mejoraronel acceso a la Red Internet y aparecieron las oportunidades para montar lasempresas privadas.

Por desgracia, las reformas en la agricultura no dieron resultados significativos. Las importaciones de productos alimenticios siguenreferiéndosea la categoría de gastosen el presupuesto estatal. Se planea que en los próximos años el gobierno anuleunos cientos de miles de puestos de trabajo ineficientes en el sector público, el factor que pueda cambiar significativamente la estructura del empleo.

Hay que notar el crecimiento en el sector de las empresas pequeñas: sólo en los últimos tres años el número de empresarios individualesse aumentó desde 157.000 depersonas hasta 400.000. Pero un mayor crecimiento se limita por una serie de factores relacionados con las limitaciones previstas en la legislación. Como se observa la escasez de puestos de trabajo en la isla, el gobierno cubano permitió a los ciudadanos salir libremente del país y buscarun empleo al extranjero. Se puede considerar las remesas bancarias de los exiliados cubanos una fuente muy importante de ingresos de divisas (2.6 mil millones dólares en el año 2012).

Un impulso enorme del desarrollo económico de Cuba daría la anulación del embargo comercial y económico de los Estados Unidos de América.Como se sabe dicho factor provoca los daños considerables en todas las áreas de la economía cubana. Por ejemplo, según cálculos,gracias a permitir a los ciudadanos estadounidenses viajar a Cuba con los objetivos turísticos se podría aumentar el flujo de turistas a la isla en dos veces como mínimo. Vale la pena señalar que en noviembre de 2012, la Asamblea General de las Naciones Unidas 188 países votaron a favor delaanulación del embargo.

A pesar de las enormes dificultades económicas de los años noventa, Cuba está preparada bastante bien para los retos económicos. Cuba recibe los ingresos estables del turismo y las exportaciones del níquel, produce unos 40 por ciento de petróleo para las necesidades interiores.

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SOBRE EL NIVEL DE VIDA EN UCRANIA

La seguridad de la población y su abastecimiento con los bienes materiales y servicios necesarios para la vida es un reflejo de la categoría socio-económica respecto al consumo de bienes y el grado de satisfacción de las necesidades racionales. Durante la independencia, los niveles de vida en Ucrania siguen disminuyendo rápidamente año tras año, provocando un aumento del desempleo. Hasta estas fechas, existe una urgente necesidad de ajustes en los puestos clave y los principios de la política social.

Como los resultados del Programa de Desarrollo de la ONU, publicado el 15 de marzo en el Informe sobre Desarrollo Humano en 2013, los años de la independencia de la renta nacional bruta de Ucrania per cápita ha disminuido en un 22 %, y la esperanza de vida – por un año. En la clasificación general del Índice de Desarrollo Humano (IDH), Ucrania ocupó el puesto número 78 de los 187 posibles. De acuerdo con la clasificación, donde la puntuación más alta es de 10, elaborado por Economist Intelligence Unit (EIU), Suiza ganó el de 8.22, Australia 8.12 , Noruega 8.09, Suecia 8.02, Dinamarca 8.01, Canadá 7.81 y Hong Kong 7.80, Reino Unido 7.1, Italia 7.21, Japón 7.08, Kenia y Ucrania 4.98. Al mismo tiempo, el ingreso nacional bruto per cápita durante los años de la independencia llevo a que en Ucrania se ha reducido en alrededor de un 22 por ciento.

Los expertos coincidieron en que la situación económica se ha deteriorado de manera significativa en comparación aún con el año pasado. Según el estudio, Ucrania fue reconocida como uno de los países más atrasados del mundo.

Las autoridades que hacen intentos infructuosos para mantener el nivel de vida, resultan vulnerables. Uno no puede ignorar el hecho de recortes significativos en los artículos de protección social en la elaboración del presupuesto del próximo año, así como el cierre de los programas enteros a apuntar los segmentos de discapacitados y otros pobres, lo que reduce inevitablemente el nivel de vida.

La inspección del Instituto de Demografía y Estudios Sociales también muestra que la tasa de pobreza sigue creciendo mediante el uso de indicadores de costos de subsistencia. En comparación con el año pasado esta cifra aumentó en casi un por ciento. Los expertos creen que tal situación podría dar lugar a la inestabilidad social y, posiblemente, la aparición de un régimen totalitario. En este caso, no se excluye que en condiciones favorables para unos años, Ucrania puede crecer en cuanto a su bienestar. Esto debe ser una de las tareas fundamentales de nuestra política económica.

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PECULIARITIES OF ATTRACTING FOREIGN DIRECT INVESTMENT IN THE CONTEXT OF THE CURRENT POLITICAL INSTABILITY IN UKRAINE

Attracting foreign direct investment is one of the most pressing problems for the Ukrainian economy. The decline in the economic sector has been accompanied by a sharp decline in production and reduction in investment has affected almost every country in the world, including Ukraine. Moreover, investments play a very important role in the economy. They are needed for sustainable and stable economic growth. An active investment process improves the country's economic potential and the standards of living, which is today one of the main objectives of Ukraine.

Low economic growth, a sharp decrease in savings due to fluctuating interest rates, political conflicts with neighboring countries, a high level of social tension are factors having a negative impact on investment in Ukraine. Every year since 2009, the pace of investment has reduced compared to the previous year by an average of 1.5%. In addition the World Bank predicts that the growth of the Ukrainian economy in 2014 will remain insignificant − at the level of 1%.

Creating favorable investment climate stabilization requires a long period of time that will promote the development of international investment cooperation, increase the flow of investment from abroad and its effective use. At this stage of development of Ukraine for increasing attractiveness of investment in the economy it is necessary to:

- create a legal framework governing the division of responsibilities, rights, control measures and responsibility for pursuing the investment policy;
- to combine investments with innovation;
- to determine the most effective uses of scarce resources and their rapid return on investment;
- to control expenditure and repayment of public funds taking into account its payback period.

It should be noted that for the majority of investors who want to invest in Ukraine a major risk factor now consists in financial and political instability and fragility of the financial system. It is possible that the influx of investment in the country will increase after the beginning of the reforms promised by the government.

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MANAGEMENT OF BANKING PRODUCTS

Today the banking system is rather developed and represents the diversified industry of the financial relations with difficult multi-level structure which constantly changed eventually under the influence of various social and economic, scientific and technical factors.

Bank is an alive organism, it has to react to environmental conditions, offering the client new services and modifying the old ones.

Today, the market of bank services is rather wide that was the cause of transition of banks to the marketing strategy which main objective is to hold a clientele with the help of service quality improvement and the extension of new service and product offers.

Product management is one of the bank’s competitive struggle aspects and one of the most important levels of bank implementation strategy.

The main objectives of the management are to achieve increase in a market share, to improve the profitability of transactions, or to increase a share in purchases of those clients who have already used this bank’s services.

To achieve these goals the bank marketing uses the following principles:

• aiming at achievement of resulting effect of banking activity – giving the services which most meet the needs required by the clients. Profit earning mustn't be the only aim of banking activity;

• orientationon long-term results of a marketing activity. Effective rendering of services in the market is possible only if the bank strictly follows its verified strategy of development.

• unity of tactics and strategies, active measures for adaptation to requirements of prospective clients and at the same time purposeful impact on them. The application of these principles means the orientation to competitive banking technologies;

• use the concept of "product lifecycle" in planning of a marketing activity, when the stages of the product formation (the incubatory period) for the certain period of time are analyzed, requirement saturations and search of new opportunities for market expansion (the maturity period), decrease in demand for a banking product are determined.

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ECOTURISMO EN COSTA RICA

Hoy es muy importante estabilizar los ecosistemas del mundo y conservar los ambientes naturales para las generaciones futuras y para el bienestar de la vida en nuestro planeta. El ecoturismo es un subtipo avanzado de turismo ecológico.

El ecoturismo en Costa Rica es una significativa variante turística por dos razones principales: 1) el pequeño país tiene uno de los ecosistemas más ricos del mundo; 2) es un ejemplo excelente del uso financiero para el desarrollo de la economía local y para mantener una diversidad maravillosa de flora y fauna. El ecoturismo en Costa Rica influye decisivamente en el desarrollo del país y el mejoramiento de las condiciones económicas de su población. Costa Rica es un ejemplo exitoso de la economía "verde" – es la primera economía del mundo orientada al medio ambiente. El sistema económico del país sirve para proteger el medio ambiente y enriquecer la población del país. Un aspecto muy importante consiste en lo que la mayor parte de las reservas es la propiedad privada. Este aspecto crea un fuerte incentivo económico y por lo tanto las empresas reciben el beneficio del turismo. En Costa Rica adoptaron un programa nuevo que obliga a los empresarios de la industria del turismo correlacionar su negocio con los factores ambientales. Este programa gubernamental fue el primer paso para prevenir el abuso del término "ecoturismo". Existe una Certificacion para el Apoyo Turístico. Estos certificados se expiden a las agencias de viajes que cumplen con varios criterios, por ejemplo, el uso de materiales y equipo ya reciclados, minimización de la influencia negativa al medio ambiente y el ahorro del agua y de la electricidad entre otros. Esta certificación ayuda a lidiar con el problema "verdelavadura", es decir, la situación en la que la empresa se posiciona como muy cuidadosa al medio ambiente, para obtener más beneficios de los ecoturistas. Los ingresos del turismo son de mil millones de dólares al año, el crecimiento del PIB per cápita es en dos veces más rápido que en países vecinos.

En conclusión, es importante tener en cuenta que el ecoturismo en Costa Rica es uno de los mejores en todo el mundo. El ecoturismo es una actividad que requiere la relación seria, de lo contrario la comercialización excesiva y tal turismo traerán más daños que beneficios. El progreso del país en el campo de ecoturismo es un paso hacia la unión de gobiernos y empresarios de todo el mundo para seguir el ejemplo de Costa Rica, y una gran demostración para la gente cómo se puede encontrar un placer en la belleza infinita y la generosidad de la Madre Naturaleza.

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EL DESAROLLO ECONOMÍCO DE LA REPÚBLICA DOMINICANA

La República Dominicana es el segundo país más grande del Caribe. Su población (en su mayoría hispanos) cuenta con más de 8 millones de personas, de los cuales 2,5 millones viven en la capital (Santo Domingo) y sus alrededores. La República Dominicana es un país agrario. Su economía depende de los monopolios norteamericanos. La economía se basa en el sector agrícola, que se especializa casi exclusivamente en la producción de la caña de azúcar. En lo que se refiere a la industria, la principal es la minera. La República Dominicana produce el oro, plata, níquel, zinc, mármol, piedra caliza y granito. En la última década la economía dominicana está creciendo mucho. En los últimos años el sector de servicios superó el sector agrícola gracias al turismo y a la creación de las zonas libres del comercio. El nivel del desempleo en el país es muy alto y por eso es el primer problema más grave de su economía (la tasa de desempleo en los últimos 5 años – unos 15 – 18 %). La desigualdad social de la población es el otro problema muy grave. Hay gente la más pobre que recibe menos de quinta parte del PIB, mientras que el 10% de la población más rica recibe el 40% de la renta nacional.

El país se considera principalmente como un exportador de azúcar, de café y de tabaco. Actualmente la República Dominicana se desarrolla según el plan nacional gubernamental. Su objetivo consiste en mejorar la competitividad del sector turístico del país. Al final del siglo XX la estabilización macroeconómica permitió frenar la inflación (la tasa de inflación anual es 5%) y mejorar la política fiscal. El gobierno está invirtiendo mucho en las zonas turísticas de la infraestructura turística. En particular, se construyen carreteras nuevas y se realizan las medidas de seguridad. Para atraer a los inversionistas a dicho sector, el gobierno está desarrollando programas especiales. Sin embargo, el año pasado la política publicitaria ayudó a incrementar la cantidad de turistas en el 12,4%. Ahora el promedio anular del PIB es 3 – 7%. Además de la minería, en país también se desarrolla la industria ligera y la de materiales de construcción. A pesar de sus éxitos, la República Dominicana se posiciona como un país relativamente pobre del Caribe.

En conclusión, después de analisar los indicadores macroeconómicos principales, se puede decir que en la actualidad la situación económica de la República Dominicana es muy inestable y relativamente frágil, pero el país tiene un potencial suficiente, que le permite lograr un crecimiento económico hasta el 6 %. Es posible que la economía en de la República Dominicana florezca en futuro.

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EL PROBLEMA DEL DESEMPLEO EN UCRANIA

Como se sabe, el desempleo es la presencia de personas, que se refieren a la población económicamente activa de un país, ellos son capaces y dispuestos a trabajar, pero no pueden encontrar un trabajo. La tasa de desempleo es un indicador clave del empleo de mano de obra. Ningún país puede eliminar completamente el fenómeno de desempleo, incluso los con un alto nivel del desarrollo económico.

También es un problema actual para Ucrania. Según los datos estadísticos del Estado la tasa de desempleo en Ucrania a mediados del año 2013 se disminuyó en comparación con el año precedente. Por ejemplo, el número de desempleados en septiembre de 2013 se ascendió hasta 422.100 de personas contra 435,4 millones en agosto de 2012. El número de desempleados que recibieron los subsidios en septiembre de 2013 se ascendió a 326.900 de personas contra 339.400 en agosto. En octubre el subsidio medio de ayuda subió hasta 1159 UAH, lo que es en 51 UAH más que en septiembre. De acuerdo con el Comité Estatal de Estadísticas, la competencia por 10 puestos de trabajo vacantes en octubre fue 51 de personas contra los 48 en septiembre.

El fenómeno del desempleo en Ucrania provoca una serie de consecuencias negativas: la reducción de los ingresos y, respectivamente, la reducción del poder adquisitivo, reducción de los ingresos del Estado a través de impuestos, restricción del crecimiento del PIB y el empeoramiento de la situación con la delincuencia en el país. Sin embargo, el desempleo es capaz de estimular a la población activa con crecer profesionalmente, lo que favorece al crecimiento competitivo en el mercado laboral y ofrece una amplia selección de especialistas a las empresas.

Es bastante difícil responder a la cuestión en cuanto a las políticas de empleo efectivas, como lo demuestran los datos actuales de las estadísticas estatales. Se supone mejorar y aumentar el soporte del gobierno para los ciudadanos temporalmente desempleados.

Problema de desempleo ucraniano, que existe hoy en día, deba estar bajo el control de las autoridades para no dejar sin atención el desarrollo económico del país en general. Para mejorar el funcionamiento de los servicios de empleo en Ucrania, es necesario garantizar la creación de nuevos puestos de trabajo, estimular a la población buscar y encontrar un trabajo. Bastante eficaz, según nuestra opinión, podría ser una lucha contra la economía sumergida en el país, lo que aclarará y canalizará los ingresos de muchos morosos.

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LA ECONOMÍAYPOLÍTICA EN ESPAÑA

Actuamente la economía española está confrontando unas dificultades bastante serias debido a la crisis: se fija el aumento del desempleo y el de la inflación. La balanza comercial exterior sigue siendo negativa. Constantementeel gobierno está desarrollandolos nuevosprogramas económicos contra la crisisy los implementa en la sociedad. Sin embargo, a pesar de los problemas del período de crisis, las exportaciones aumentaron en un 12%. España se posiciona como líder en algunos sectores, tales como la biotecnología, la industria del transporte, la energía renovable , etc

Como se sabe, España es el miembro de la Unión Europea desde 1986, lo que la permitió endurecersu posición en la escala mundial y mejorar el nivel de la vida de la población. La política de España está unida indisolublementea la línea general seguida por la Unión Europea, por ejemplo, la posición social española no se diferencia de otros países de la UE,la edad mediade los españoles es 40 años. Al mismo tiempo, la situación demográfica en España no es satisfactoria– el nivel de crecimiento de la población del país ocupa el puesto 119 en todo el mundo. Por eso España adoptó la experiencia de la política demográfica de otros países-miembros de la UE. Sin embargo, España,como otros países europeos, se enfrentó con el problema serio de la migración. El gobierno español gasta más de la mitad de los ingresos del presupuesto en el desarrollo y mantenimiento de diferentes programas sociales. En este ámbito, España es miembro de pleno derecho de la UE, porque su política social está a la altura debida.

Aunque el líder de Estado es El Rey Juan Carlos yel sistema político oficial de España esla monarquía constitucional, para la comunidad mundial, España es un Estado democrático. El sistema político estatal se compone de tres poderes: el judicial, el ejecutivo y el poder legislativo. Los líderes políticos del país son el primer ministro que se elige por los votos del partido mayoritario, y el Rey. Sin embargo, el rey no puede encabezar el Poder Ejecutivo, a diferencia del primer ministro.

En total en España hay dos partidos políticos dominantes: el Partido Popular de España y el Partido Socialista del Trabajo. Además, el Estado también tiene una serie de movimientos políticos pequeños que no desempeñan un papel significativo en la vida del país. El derecho de votarpertenece sólo a los ciudadanos de España, pero en los últimos años se plantea la cuestión de la participación de los extranjerosen las elecciones. También en España no existe una ideología dominante –es un país bastante "abigarrado" .

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CAUSAS DEL DESEMPLEO EN LA ECONOMÍA DE MERCADO

Para la economía de mercado es bastante peligroso el desempleo excesivo porque indica la subproducción,el empleo parcial y el excesivo, ya que reduce la flexibilidad y la adaptabilidad de la economía a los cambios interiores y exteriores.

Hablando de desempleo, es necesario distinguir claramente la noción de "paro" y "desempleo".El desempleo es uno de los problemas más serios de la sociedad moderna que afecta todos los países. El desempleo como un fenómeno económico se observa cuandola parte de la población que puede y quiere trabajar no puede encontrar trabajo profesional o empleo en general.Hay tres tipos principales del desempleo: 1) el de fricción, relacionado con un cambio voluntario de los trabajadores de sus puestos de trabajo; 2) el estructuralqueaparece debido a los cambios en la estructura de la demanda de mano de obra, cuando se forma el desiquilibrio estructural entre la cualificación de los desempleados y la demanda de los puestos de trabajo libres; 3) el cíclico, provocado por recesiones repetidasen la producción, es una de las consecuencias de la reducción del PIB.

El desempleo es uno de los principales problemas sociales de una sociedad moderna. Él demuestra quelos recursos públicos son subutilizados y un cierto porcentaje de la población no tiene suficientes medios monetarios para la vida. El desempleo es una aporía compleja y grave para los países económicamente desarrollados. Conduce a un aumento de los problemas sociales, provocando un crecimiento de la delincuencia. El mantenimiento constante de un cierto nivel de empleo es una tarea difícil para el gobierno de cualquier país. En los países orientados hacia el mercado internacional se ejecutan las políticas de regulación del empleo basadas en ciertas medidas y vías de influencia, permanentes y flexiblesen la forma y medios.

Hay dos métodos para luchar contra el desempleo: el directo e indirecto. El directoincluye la reanimación de la producción doméstica, la creación de nuevos puestos de trabajo en todos los ámbitos de la actividad económica. El indirecto regula de manera administrativa o legislativael empleo, es decir, garantiza la protección legal de los empleados y el uso de formas alternativas de empleo, el fortalecimiento de las garantías en el ámbito de los salarios, así como la resolución deproblemas de salarios no pagados, la creación de un sistema eficaz para proteger a los empleados a través del mecanismo de la seguridad social, el desarrollo del sistema estatal de contra el desempleo.

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LA INVERSIÓN EN EL CAPITAL HUMANO

La base de cualquier negocio es la gente. Todo comienza de la aparición de una idea y su realización. Por eso, la gente debe no sólo ser capaz de generar con éxito ideas nuevas e inspirar a su desempeño, sino también aumentar la cantidad de los empleados participados en la actividad empresarial. La inversión en el capital humano es la inversión canalizada en los sectores y ámbitos que la forman, proporcionan el mejoramiento de capacidades personales, en primer lugar, su mano de obra. La inversión en el capital humano se distingue por el riesgo muy alto y antes de invertir es necesario examinar todos los problemas correspondientes. Se trata de tales factores como: la duración larga del período de inversión, el riesgo alto en su ejecución, las consecuencias provocadas por la salida del trabajador (es decir, la pérdida de fondos de inversión), falta de liquidez del capital humano. Pero el principal riesgo se refiere a lo que en la producción el emprendedor utiliza no todo el capital humano, sino una parte que el trabajador asigna para la formación de su propia mano de obra. Pero el emprendedor tiene que invertir en el capital humano todo lo predestinado para eso y no sólo una parte que completa la mano de obra. Por esta razón la inversión se caracteriza por un riesgo y se acompaña de ciertos problemas. Se puede considerar el capital humano como un recurso económico a largo plazo cuya rentabilidad aumenta a lo largo del tiempo (la acumulación de conocimientos, experiencia).

La valoración correcta del capital humano proporciona una evaluación objetiva del capital total de la empresa, así como el bienestar de la sociedad en general. Por lo tanto, el capital humano es un recurso más valioso de la sociedad moderna, más importante que los recursos naturales o la riqueza acumulada. La inversión en el capital humano juega un papel crucial para garantizar el desarrollo sostenible de la economía dinámica. El mejoramiento de la calidad del capital humano contribuye no sólo al aumento de los ingresos de los individuos, sino también al crecimiento de la productividad del trabajo, el desarrollo innovativo. Las innovaciones puedan renovar la base productora, favorecer el desarrollo de nuevos productos competitivos o la penetración eficaz de bienes y servicios a los mercados mundiales. Su gerencia competente y el uso racional son importantes y se requieren una política coherente en el ámbito de desarrollo de recursos humanos y la inversión equilibrada en el capital humano a nivel estatal. Este factor sólo está comenzando a emerger, la primera etapa de la inversión en el capital humano se llevará a cabo en los países desarrollados, donde hay más dinero libre.

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PRINCIPALES PROBLEMAS DE LA INTEGRACIÓN UCRANIANA AL ESPACIO ECONÓMICOEXTERIORY UNAS VARIANTES DESUPERARLOS

Ucrania está entrando en el sistema económico mundialy la realización de este proceso influye al desarrollo económico y social del Estado como un subsistema inherente de la economía global. En dicho proceso de integración Ucrania pueda encontrarse con siguientes problemas principales:

1. Ucrania todavía no ha determinado concretamente las tendencias y el mecanismo de la reconstrucción estructural de su economía,teniendo en cuenta las peculiaridades del desarrollo del sistema económico mundial.Tampoco se quedan indeterminados las oportunidades reales y los rumbosde la integración ucraniana.

2. La seguridad económica en general yla en el ámbito de las relaciones exteriores se presentan como problemas, que deban resolverse desde la perspectiva de competiractivamente en el mercado mundial.

3. Hay algunas contradicciones de carácter regional. Es posible eliminarlasa la base de un contrato a largo plazo.

4. Las internacionalesinstituciones económicas y financieras se consideran como garantes del acceso de Ucrania al mercado mundial. Pero hasta ahora las tentaciones de comunicarsey tener un diálogo constructivoprovocanuna reacción inadecuada de amplios círculos de la población ucraniana.

Para superar los principales desafíos de la integración de Ucrania en el espacio económico exteriores deseable:

1. Elaborar una política social y económicaclara para entraren el mercado, que se fundaría en los objetivos y las perspectivas del desarrollo de nuestro país.

2. Crear en Ucrania las estructuras que garanticen y coordinen el funcionamiento del complejo económicoexterior, así como de toda la infraestructura de las relaciones económicas exteriores (servicios de seguros y los de información, los órganismos judiciales y arbitrarios).

3. Participar activamente en el proceso de integración, determinandolas prioridades nacionales globalesy equilibrarlascon las que existen yaen el espacio económico mundial.

4. Puntualizar las orientaciones de nuestro estado en el desarrollo de su economía interna y en la búsqueda de su futuro en la economía mundial.

Para abordar los principales desafíos de la integración ucraniana en la economía mundial esnecesario realizar unos cambios profundosdel mercado nacionaly en todo el sistema económico y social de nuestro país.

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LA ECONOMÍA DE ESPAÑA EN LAS CONDICIONES DE LA CRISIS

Actualmente en España, como en muchos otros países del mundo se observa una crisis en la esfera económica. Según el analisis de los especialistas, la razón principal consiste en el déficit presupuestario excesivo, lo que obliga al gobierno español a solicitar los préstamos en los mercados financieros externos, pero, por desgracia, cada vez las tasas de interés devienen mucho más altas.

Los intentos del Gobierno español de reducir el déficit presupuestario sólo puedan tener éxito si la posición igual ocupan las 17 comunidades autónomas del país, porque ellas también son responsables del crecimiento de la deuda pública en España.

Además, una de las causas de problemas en la economía española es la crisis del sistema bancario. Los bancos y cajas de ahorro españoles acumularon más de 100 mil millones de activos ilíquidos, en general como resultado de los préstamos desenfrenados del sector de la construcción durante el auge económico de los años noventa y principios de los años 2000. Por esta razón, dichas instituciones financieras sufren una falta de liquidez y tratan de completar estos huecos con los préstamos del Banco Central Europeo.

En esta situación, el Presidente del Gobierno español trató no sólo de atraer la atención del Banco Central Europeo al sistema bancario español sino de pedir su ayuda. Esta entidad financiera mundialmente reconocida podría comprar una parte de las deudas españolas, lo que contribuiera a aliviar las tensiones en los mercados financieros internacionales. El Presidente del Gobierno español se dirigió con esta petición a los líderes de la Unión Europea durante la última cumbre informal en Bruselas, pero sólo recibió el apoyo de Francia e Italia.

Es obligatorio notar otro problema muy grave que debilita considerablemente la economía española. Es el crecimiento gigantesco de desempleo, actualmente el número de personas en paro es 5,7 millones. Entre todas las personas españolas sin trabajo fijan 55,5 % de los jóvenes.

Los analistas económicos señalan que es el nivel de desempleo más alto en toda la Unión Europea. Este factor resulta una disminución del consumo dentro del país y encarga el presupuesto social de una manera pesada. Pero sólo el presupuesto puede recompensar los subsidios de paro.

En conclusión hay que notar que la reducción de los gastos gubernamentales y el aumento del nivel de desempleo resultaron la recesión considerable de la economía española.

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EVENT MARKETING AS A TOOL FOR PROMOTING NATIONAL BRANDS

In market conditions and the main determinant of economic well-being of the company is a market, or rather the purchaser of its products and services. Ultimately, the diversity of external influences finds its concentrated expression in the position of society in general and consumers in particular as members of this society, in relation to the company. In these circumstances, the firm is vital not only to take into account external conditions, but also have a definite focus on creating a favorable external and internal image of constantly focused work with the public and customers, built in the principle of the firm. With the increasing importance of the psychological impact of the brand on the client widespread among communication tools branding becomes Event Marketing, which has the greatest impact on the consumer's emotions, allowing you to convey values and key brand attributes directly to the customer in the process of two-way communication via the presentation of the product to the buyer.

For Ukraine, event marketing is a relatively new phenomenon, although in the event he appeared as a kind of marketing much earlier. The main feature of event marketing versus product promotions related species are straight, strong and purposeful action on the consumer. This benefit is provided positive associative response that is related to the perception of the potential buyer with an event that makes a vivid impression and positive impact on his emotional state. The situation on the Ukrainian market is such that standard media ATL did not bring that communicative effect as before. Fierce competition, consumer information glut pose advertisers the effectiveness of traditional forms of promotion. In a survey of German marketing professionals by the Institute of Public Opinion Forsa, organization of special events has now become one of the essential components of image management .Thus , 62 % of experts believe that measures event- marketing manage the emotional development of the image , and 56% use them simultaneously emotional and informational brand promotion. BTL- services market in Ukraine is developing , but there are some statistics about its size .

In order to develop and implement a marketing plan for the development of collective brand business association toolkit can be carried out in the following main areas:

1. Develop a marketing plan for the development of collective brand:

- Conduct market research, including the analysis made in Ukraine perception of the industry in domestic and foreign markets;
- Identification of the central content of the brand, identifying the target audience of the brand in Ukraine and abroad, determining a desired positioning of the collective brand and possible ways of achieving it ;
- Develop a program of visual representation of the national brand, which will show the correct instructions for use and placement of visual identifiers collective brand and catalog;
- describe the collective brand and its ways of communication.

2. Develop and implement programs of promotion of collective brands including event management event character:

- Promoting the brand through advertising campaigns and implementation of activities of public relations in the domestic and foreign markets ;
- Promoting the advancement of products that use the collective mark in the Ukrainian and foreign retail chains ;
- Support for collective visits of delegations Ukrainian exporters in the country's top clients (road show) for marketing campaigns , invitations to Ukraine 's leading analysts and journalists paying for PR- agencies for concerted actions and campaigns ;
- Organization Booth Ukrainian companies in specialized international exhibitions , organizing exhibitions nationwide and international economic forums ;
- Preparation of materials for dissemination through the Ukrainian commercial representation;
- Implementation of training programs and retraining for export – oriented companies, including the training of specialists in marketing, branding, sales.

The implementation of the measures provided for programs promoting collective and the personal brands will:

- To increase non-price competitiveness of domestic goods and services in domestic and international markets;
- Ensure acceleration high-tech exports of goods and services, the growth of domestic and inbound tourism;
- Increase the level of diversification of the national economy;
- To increase the capitalization of domestic companies.

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PERSPECTIVES THE YUAN HAS AS THE NEXT RESERVED CURRENCY

Today we have a really important question as for perspectives the yuan has as a next reserved currency. We consider this topic relevant, because it is well known that the US dollar has lost its position on the market and the USA is not that powerful country in the world as it once was. A lot of economists (Frank de Preter (2014), Leidov Vladislav (2013) claim that during the next 10 years the situation on the global market will change and finally we will have a new reserved currency.

This paper attempts to explain why the yuan may win in this competition. It offers a definition of a reserved currency, and provides reasons of its importance for world economy and for the world tendency in general. Our research also aims to give a brief summary of the yuan history. The paper concludes by offering explanation why PRC has ambition about their currency

Reserved currency is very known currency in the world, which has a lot of influence on the world trade and economy. This currency should be hard or converted. In our time we have four reserved currencies. They are the US dollar, the euro, the pound sterling, the Swiss franc. When we look at the currency position in the world we can notice that the dollar has a big influence on the world economy, but its exchange rate had been rising sharply from 1994 till 2000 and since that it has been stable. The situation with the euro exchange rate is opposite. Since 2001 it has risen considerably. If we look at the pound and the Swiss franc we can conclude that their positions on the market are not stable and successful.

To brief the yuan history we need to state the yuan was first mentioned and could be first found only in 1846 when the lyan transformed to the yuan. After that in 1935 when the power in the country changed it enacted currency reforms also as its silver standard shifted to gold standard. In the period of Japanese protection in China the rate’s yuan fell, the huge inflation hit the bank system and China was in protracted depression. In the 1948, China started to be PRC and the yuan got a new life.

Analysis of world economic activities allows stating China is an emerging economy. We are using their products in all spheres in our life, their reserves of gold and money are the biggest in the world. Their GDP is growing every year with enviable stability. However every medal has its reverse. If everything is so bright the PRC does not have any problems and in 2020 the yuan will become a reserved currency. Yet, there are a lot of negative aspects which we are trying to define. China is a communist country and its laws are inflexible for investors and entrepreneurs. Its currency today is soft, or unconvertible. It is an undemocratic country and the government is unfair and very corrupted. Moreover, Chinese province is extremely poor.

To conclude, China must fight with a lot of barriers like corruption, closed market, totalitarianism and only in this case their currency will be reserved. In case Chinese people do everything right their ambition will came true only in 2050.

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STRATEGIC MANAGEMENT

Strategic management provides specifying the organization's objectives, developing policies and plans designed to achieve these objectives, and then allocating resources to implement the plans.

Strategic management includes understanding the strategic position of an organisation, making strategic choices for the future and managing strategy in action

Strategic management plays a critical role in the organization. For best results you need to develop a strategy and identify the main steps of the process.

In essence, it answers the following 3 questions:

1. Where the organization is at the moment?
2. Where does it want to go?
3. How it will get there?

The main goal of any commercial organization is to increase profits and using strategic management can help you with it.

Strategic management or strategic planning is used for next purposes:

– to help an organization do a better job, define its mission and future goals;
– to develop policies and plans designed to achieve objectives, and then allocating resources to implement the plans;
– to improves awareness of the external and internal environments, and clearly identifies the competitive advantage;
– to assess and adjust the organization's direction in response to a changing environment;
– to increase managers’ commitment to growth the company’s performance;

– to produce fundamental decisions and actions that shape and guide what an organization is, what it does, and why it does it, with a focus on the future.

Effective strategic planning articulates not only where an organization is going and the actions needed to make progress, but also how it will know if it is successful.

Strategic management is rather complex process and brings many benefits to the company but it also has its costs. So if your company has enough money you can start create your own strategic department. On average, companies using strategic management are more successful than the companies that do not.

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LOCAL BUDGET REVENUE FORMATION

Formation of the local government institution, strengthening the legal, organizational and financial bases of its functioning occurs in difficult circumstances of both economic and political systems transformation. The creation of the efficient local budget revenue formation mechanism is one of the most actual problems as the extension of local authorities' functions isn't accompanied by the appropriate increase in the amount of financial resources which they have at their disposal. The relevance of this problem increases due to the changes concerning local government.

According to the current budget legislation, budget revenues are all the tax, non-tax and other earnings got on the irrevocable basis, collection of which is assumed by tax laws of Ukraine (including transfers, gifts and grants).

The problem of the local budget revenue formation has been studied in scientific works and articles of some known Ukrainian scientists. These issues are examined via the theory of state finance in the works of O.D. Vasilik, V.M.Fedosov, S.I.Yuriy. Theoretical foundations of the local budget revenue within the context of the local finances theory are analyzed in the scientific papers of V.I.Kravchenko, I.O. Lunina, M.G.Chumachenko, C.V. Sluhai. The theoretical bases of the local budget revenues concerning the theory and practice of the Ukrainian budget system development are considered in the works of such famous economists as S.A. Bukovinskiy, V.G. Demiyanishin, V.M. Oparin, K.V. Pavliyuk.

O.D. Vasilik notes that the economic essence of the local budget revenues is identified in the formation of monetary funds, which provide financially the activity of local councils and local state administrations as well as in the use of these funds for financing, maintenance and development of social infrastructure and local economy.

According to V.I. Kravchenko, the main components of the local budget revenue formation system are connected with the division and separation of functions, responsibilities, fiscal powers, earnings and expenditures between different levels of government.

Having summarized the points above, we can make a conclusion that the efficiency of the local budget revenue formation system greatly depends on the level of economic growth of the country and its areas. The local budget revenue formation is both the condition and the result of the territorial social and economic development.

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DESARROLLO DEL TURISMO EN CHILE

En las últimas dos décadas los ingresos del turismo de Chile incrementaron de manera estable junto con el PIB. En los años 90 las industrias,conectadas directamente con las de turismo, ascendieronen 765 millones de dólares, pero en el año de 2011 esta cifra alcanzó 6.793 millones de dólares. Estos factores manifiestan el desarrollo de la industria turística y aumentan su influencia sobre las áreas claves de la vida chilena, que requieren una regulación clara del impacto – el desarrollo constante del turismo.

Pero, la mayor amenaza para dicho desarrollo, teniendo en cuenta su influenciasobre el ámbito social, se escapa en la integración internacional y el proceso turístico globalizado. Esto presuponeuna ocupación gradual de la industria turística,realizada por las entidades empresariales nacionales, por las entidades internacionalizadas más flexibles: por ejemplo, las empresas transnacionales o las franquiciadas, que, a menudo, no piensan en los intereses nacionales cuando quieren aumentar sus propios ingresos. El crecimiento descontrolado de la industria del turismo puede llevar a graves problemas económicos y sociales. Los viajes y el turismo en total se convirtieron en una de las esferas más centralizadas y competitivas en el mundo, y casi ningún otro sector de la economía no demuestra tan claramente el alcance mundial de las empresas transnacionales.

Por lo tanto, para la mayoría de los países que todavía no se han incorporado en el mercado turístico internacional, existe un dilema: ¿cómo convertirse en un participante del proceso turístico internacional sin perder su identidad cultural y la independencia política y económica?

Hablando sobre el desarrollo turístico en Chile hay que señalar que el efecto negativo se refleja en la falta de información fiable sobre el alcance y el nivel de influencia de la industria del turismo sobre el medio ambiente local. Hoy en día, el número de turistas que visitan los territorios protegidos, es mayorcada vez. Se trata, por ejemplo, de los parques nacionales muy populares: Torres del Paine, Chiloé, Pueue. Sin embargo, no hay datos oficialesde los daños al medio ambiente,provocados por el turismo masivo. Tampoco lo tienen en cuenta planeandola gestión de otras áreas ambientales.

En Chile, se presta mucha atenciónal desarrollo del turismo a través del mejoramiento de las políticas estatales en esta área. Además, el Estado trata de tener en cuenta los intereses locales y, pese a la existencia de ciertos problemas, estimula a la participación activa en la gestión del desarrollo turístico de las administraciones locales y las organizaciones comunitarias.

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MULTINATIONAL CORPORATIONS AS A DRIVING FORCE IN GLOBAL ECONOMIC PROCESSES

Multinational corporations which are international corporations that are registered in more than one country or that have operations in more than one country can create foreign direct investment provided by an individual or company of another country, either by buying a company in the country or by expanding operations of an existing business in that country.

Their role in spreading globalization processes is crucial since a corporation may choose to locate its headquarters or subsidiaries in a special economic zone, which is a geographical region that has economic and other laws that are more free-market-oriented than a country's typical or national laws. MNCs provide developing countries with creation of new jobs, capital and environmentally friendly technologies. If developing countries want to improve their standards of living, they need to privatize, deregulate and protect private property rights as well as establish a rule of law. In this case MNCs are ready to provide the capital.

If to analyze the situation which Ukraine experiences with FDI it should be noted that direct international investments into the national economy make a little amount of money despite significant potential of Ukraine. At this stage the separate international multinational corporations have decided to develop business in Ukraine. In the beginning of 2004 they reached the volume of' $6.7 billion. If there were not high risks for capital, the inflow of international investments into the domestic economy could be not less than $7-8 billion annually. The economic potential of the domestic economy is high enough, thus the interest of large MNCs to Ukraine will be increasing. But now just some of them have decided to invest its capital today. Other corporations are restricted by monitoring and waiting for more favorable conditions for entering the Ukrainian market.

These days Russian companies actively make investments in Ukraine. The series of causes explain it, e.g. Russian and Ukrainian economies are close to each other taking into consideration a lot of parameters including their geopolitical position. Besides it is easier for Russian businessmen to do business under specific conditions of the post-soviet era while the representatives of companies from different developed countries experience difficulties connected with adaption to our environment. Today multinational companies are driving forces of innovation processes that continue to increase investment in research and innovation, even in conditions of the global financial and economic crisis.

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PROBLEMAS ACTUALES DE LA ECONOMÍA

Teniendo en consideración los problemas actuales de la economía mundial, se puede afirmar que la economía en sí se presenta un problema. Está evidente que se trata de la economía actual, con todas sus características y atributos. No hace falta decir que el sistema económico mundial y su mecanismo, la estructura y la comunicación, su interacción, la estratificación económica y financiera, definida de sus participantes, organizan un espacio económico. En pocas palabras, los países líderes establecen el régimen y las reglas en la economía mundial. Cualquier estudio moderno de la economía presenta un análisis de la crisis económica y financiera. De acuerdo con unos expertos este fenómeno ya está muriendo, según las afirmaciones de otros, sólo se inflama. Al mismo tiempo, llama la atención la urgencia "ardiente" de los hechos y circunstancias en la economía mundial.

La influencia de la crisis económica demostró la fortaleza de las economías de los países o su fragilidad, mostró la capacidad de los líderes gubernamentales y el liderazgo empresarial para resolver los problemas urgentes en la gestión y, finalmente, expuso los lugares débiles del mecanismo económico.

Es bien sabido que la crisis económica no es un fenómeno nuevo. Ahora es posible identificar unas consecuencias de la última crisis económica que produjo la localización territorial de las fuentes y causas de la crisis que llevaron o podrían conducir a una crisis. La mayoría de países desarrollados superó la crisis pero habían sufrido numerosos daños económicos. Actualmente se observan unos países europeos, dónde la crisis no se ha detenido. Ayudar a estabilizar las economías en estos países es una tarea importante de la UE. La tensión social es una amenaza para la recuperación económica.

Todas las decisiones adoptadas por las medidas económicas y financieras, sin embargo, no inspiran confianza en que la situación económica en Europa se mejora rápido. Así que los escépticos sostienen que Grecia necesitará ayuda en grandes volúmenes. No está claro cómo resolver problemas con Italia, una de las economías más grandes de Europa, los de España, Irlanda, etc. La principal característica de la economía mundial se convierte en incertidumbre: el estado y su futuro es incierto e impredecible.

En conclusión: las causas que llevaron a la crisis económica mundial no están determinadas claramente. El futuro de la economía mundial depende principalmente de la voluntad política de los países líderes y de medidas establecidas en esa voluntad.

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ESPAÑA EN EL MERCADO TURÍSTICO INTERNACIONAL

En muchos países del mundo el turismo está desarrollándose como un sistema que posee todas las características para conocer la historia, cultura, costumbres, valores espirituales y religiosos del país y su pueblo, y se considera como un fuente de ingresos a la caja del Estado.

En España la industria del turismo presenta una infraestructura complicada, con su enorme base de recursos, la creación de empleo para millones de ciudadanos e interactua con casi todos los sectores de la economíadel país.

El sector turístico se considera la primera industria nacional. Actualmente la estructura de la economía española es la siguiente: la agricultura aporta 5 % del PIB; la industria y construcción de maquinaria – 35 % y el sector servicios aporta 60 % del PIB.Además elturismo sigue siendo uno de los factores más potentes que mejoran el prestigio de España, el crecimiento de su valor a los ojos de la comunidad internacional y los ciudadanos comunes. Entre los factores que influyen positivamente sobre la formación de las necesidades turísticas en este país se puede destacar los siguientes:

- Los factores naturales de España, a saber:ventajosa disposición geográfica, terreno variado, el clima favorable, la flora y fauna rica.
- Los factores culturales e históricos. La presencia de famosos lugares antíguos, arquitecturaparticular de diferentes épocas y estilos, magníficas obras maestras conocidas en todo el mundo (pinturas de El Greco, Velázquez, Goya, Picasso, Dalí, construcciones del famoso arquitecto catalán A. Gaudí (Sagrada Familia de Barcelona)estimulan a mucha gente a viajar a España.
- Los factores socio-económicos. España es un país desarrollado. Su gobierno implementa consistentemente la política de modernización económica y la alineación de las disparidades regionales gracias a estimular al sector privado, hacer participar el capital extranjero, frenar el crecimiento de los precios y la reducción del déficit presupuestario. Hoy España lidera en el ranking de potencias turísticas mundiales, en cuanto a los volúmenes debeneficios e ingresos en dicha esfera.

Por lo tanto, el turismo en España, como una industria altamente rentable, tiene un gran impacto en la economía. Gracias al turismo, las prioridades han cambiado en muchas áreas de la economía, incluso el nivel medio de la vida. Además , el turismo influye en la distribución de la mano de obra y de los flujos financieros en la demanda efectiva de bienes y servicios.

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DIE WTO, DEREN EINFLUSS AUF UKRAINISCHE WIRTSCHAFT

Zurzeit hat die WTO 159 Mitglieder, unter anderen die USA, Japan, China und die Mitgliedsstaaten der EU. Die Ukraine ist am 16. Mai 2008 als 152. Mitglied der WTO beigetreten.

Die WTO-Mitglieder erwirschaften mehr als 90% des Welthandelsvolumens.

Es sollte betont werden, bei der Ausgestaltung ihrer Außenhandelsbeziehungen haben sich alle WTO-Mitglieder zur Einhaltung entsprechender Grundregeln verpflichtet. Oberste Priorität hat aus wirtschaftlicher Sicht der Abbau von Zöllen und Handelshemmnissen. Dabei spielen auch sozialökonomische Ziele eine relevante Rolle. Man muss auf jeden Fall Diskriminierung beseitigen und den allgemeinen Lebensstandard heben.

Das Prinzip der Nichtdiskriminierung lässt sich seinerseits in zwei Grundsätze unterteilen. Zum einen gibt es das Prinzip der Meistbegünstigung, d.h. sämtliche Vorteile und Begünstigungen, die ein Mitgliedstaat einem anderen gegenüber einräumt, sollen unverzüglich auch allen anderen WTO-Nationen eingeräumt werden. Zum anderen gibt es das Prinzip der Inländergleichbehandlung. Darunter wird gemeint, dass ausländische Produkte gegenüber inländischen Produkten nicht benachteiligt werden dürfen.

Das Prinzip der Reziprozität stellt die Ergänzung zum Prinzip der Meistbegünstigung dar. Dessen Grundgedanke besteht im Einräumen gleichwertiger Zugeständnisse unter den Nationen. Mit der Gründung der WTO geriet dieses Prinzip immer mehr in den Hintergrund.

So werden die drei Prinzipien der Nichtdiskriminierung, des Abbaus von Zöllen und Handelshemmnissen und der Reziprozität als Verhandlungsgrundlage zur Umsetzung bestimmter Ziele vorausgesetzt.

In Bezug auf die ukrainische Wirtschaft, so profitiert sie vom WTO-Beitritt. Das belegen die Ergebnisse von Modellrechnungen unabhängiger Experten des Instituts für Wirtschaftsforschung und Politikberatung in Kiew. Der Nettoeffekt des WTO-Beitritts ist in den nächsten fünf Jahren auf +2.7% Wirtschaftswachstum geschätzt. Der Netto-Wohlfahrtseffekt für die ukrainische Volkswirtschaft beträgt sogar +7,2%. Erste Gewinner des WTO-Beitritts sind die Verbraucher. Der Handel zunimmt, wobei der Import stärker steigt als der Export. Am meisten profitiert die ukrainische Schwerindustrie. In der Landwirtschaft halten sich positive und negative Effekte etwa die Waage. Der Nettoeffekt ist auf -1,1% geschätzt. Für die ukrainische Ernährungswirtschaft erwartet man allerdings einen Produktionsrückgang von -12,6%, weil sich die Nahrungsmittelimporte mittelfristig verdoppeln. Langfristig werden alle allerdings positive Effekte erwartet, weil die ukrainische Land- und Ernährungswirtschaft internationale Produkt- und Handelsstandards übernimmt, den Zugang zu internationalen Streitschlichtungsmechanismen in Handelskonflikten erhält sowie die Rahmenbedingungen für Handel und Investitionen vorhersagbarer werden.

Handelsbeschränkungen, die in der Vergangenheit häufig spontan je nach politischer Situation oder auf Druck einflussreicher Interessengruppen zustande kamen, müssen also nach dem WTO-Beitritt auf wissenschaftlicher Basis begründet werden und in angemessenen Zeiträumen den Handelspartnern dargestellt sein. Dies schafft entsprechende Investitionsanreize und damit langfristiges Wachstum der ukrainischen Wirtschaft.

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COMPETITIVENESS AND WAYS OF ITS IMPROVEMENT

Competitiveness includes the ability to enhance business efficiency, which is the basis of profitability. In terms of efficiency improvement, the most important things are development of productivity, labour force costs, the level of the used technology, utilization of capacity and the flexibility of production system.

The businesses often compete with the market of resources (as buyers); therefore their competitiveness also shows the ability to access inputs and dynamics.

Strategy formation and the ability of its implementation have become the essential features of competitive businesses in the last two decades, being the fundamental condition and means of adaptation to the dynamically changing environment.

Competitiveness is a sum of properties and activities of a given production unit, by means of which it can increase its market share and its profit on a given market, during a given period.

The condition of this competitiveness is that the company should be able to detect changes in the environment and within the company, improve permanent market competition criteria to be able to compete successfully.

Business competitiveness of companies can be tested from the point of view of affective competitiveness.

The results are clearly linked to the company on the micro level, but the company's macro environment (national economy or level of integration), is rather affective factor as well as external (outside the company) or internal (within the company) micro environments.

Kotler presents the elements of macro environment as the parts of company's marketing environment.

The elements of macro environment are: demographic environment, economic environment, social and cultural environment, ecological environment, technological environment, political and legal environment.

Another part of external factors affecting competitiveness of the company deals with the company's micro environment. The next five competition factors taken together determine the sharpness of competition in some industries. These factors are: competition between companies which already exist in the industry, threat of new entrants, threat of substitute products, suppliers' bargaining position, buyers' bargaining position.

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SITUACIÓN ACTUAL Y PERSPECTIVAS DE LA ECONOMÍA PERUANA

Según los datos oficiales, lasituación económica global se mejora en general. Las previsiones pronostican el crecimiento de la economía mundial en el año 2014, pero con cierta desaceleración en los países que están en vías de desarrollo y una recuperación en los desarrollados. Los especialistas afirman que en 2014, entre todos los países de Latinoamérica, el Perú será marcado por el mayor crecimiento.

La Alianza del Pacífico, que integra México, el Perú, Colombia y Chile, funciona como un mecanismo que presupone la integración económica en varias esferas de la sociedad (comercial, política y económica), lo que se conforma la posición de líderazgolatinoamericano con el ritmo acelerado de crecimiento económico.

En los próximos años, en el Perú está previsto el desarrollo intenso de la industria minera, gracias a la producción de cobre y plata. Este factor posibilita crecer el Producto Interno Bruto (PIB) en los años 2015 – 2016.

La última década está marcada por la situación económica favorable de este país. Los economistas peruanos la llaman “años de bonanza económica” (excepto la situación con la crisis mundial en 2009) y afirman que este fenómeno se convertirá en estable y seguirá unos años más.

Actualmente el sector de las exportaciones sigue jugando el papel principal, las inversiones extranjeras puedan aliviar considerablemente el funcionamiento de muchas ramas industriales. La situación actual de la economía peruana se presenta como extraordinariamente atractiva para las inversiones y posibilite canalizar los flujos de capitales que, a su vez, fomentan aún más la depreciación del dólar frente a la moneda nacional.

Entre los sectores de la economía de el Peru se puede destacar el de la construcción que va a liderar, acompañado por el comercio, la esfera de servicios y manufactura. La producción minera dará apoyo al crecimiento económico total; también se espera un salto grande de la pesca.

Se fija el nivel medio de la inflación que pueda estar recuperado por el Banco Central de Reserva.

Sin embargo, como dicen los especialistas con gran experiencia profesional, todas estas previsiones y esquemas se realicenrealmente si la situación en la economía mundial sigue siendo sin cambios espontáneos e imprevistos.

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PERSONNEL SELECTION

Selection of personnel in the company plays a major role as the right staff choice can help to increase productivity, profits and deepen employees' loyalty. However, the wrong choice leads to a large staff turnover and lack of competence of the employees.

The first stage of the staff selection is the job description and further adjustment. The second step is the direct search of candidates. There are internal (due to the staff of the organization) and external sources of recruitment. For external personnel selection the following methods are used: search of friends and relatives; mass media advertising; search through the Internet and social networking sites; «enticement" staff from other organizations; search according to the recommendations; attracting graduates and senior students; search through human resources or consulting agencies. At the next stage of the personnel selection the resume details of candidates are specified and an interview is appointed. According to the results of the interview the candidates are select.

A lot of things depend on the interviewer. It is important to avoid mistakes during the interview. Among the most common mistakes when interviewing we can name the following: 1) no control over the conversation; 2) using standard questions; 3) idealization of the job; 4) idealization of the candidate; 5) not taking into account the corporate environment.

To have a more successful interview the interviewer needs to follow some very important rules. Because the observance of these rules shows the usefulness and efficiency of time spent.

We are sure that the most effective rules of the interview can be the following ones:

1. Prepare questions in advance, and during the whole interview, stick to them. This saves the time spent by the interviewer and enhances the usefulness of the information obtained.

2. Not ask the standard questions. This will help to increase the compliance of the applicant to the chosen position. And it also enhances the usefulness of time spent, as the applicant will have to prove his or her knowledge.

3. Do not hide information and details that relate to the post and the company in general.. Be sure that the candidate is ready for the position and can solve the problems. Moreover, if the candidate reveals the negative details that were hidden from him he will resign, and you will waste time searching for a new suitable applicant.

4. During the interview it is also necessary to determine the negative sides. they definitely need to be considered, even if they are insignificant.

5. Use the questions to help you discover the personal qualities of the applicant and his character. Try to determine how the candidate's personal needs coincide with the climate in the team.

To sum up, as the selection of personnel is becoming more and more important in business nowadays. the interview plays one of the most important roles in it. But we must take into account that the staff should be more flexible and be ready to work either in a team or autonomously.

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THE ROLE OF A MANAGER OF AN ORGANIZATION AND THE INFLUENCE OF HIS STYLE OF LEADERSHIP ON IT

To begin with, every manager has his own stereotypes of management, which were called a style of leadership of a manager. It is well-known, that this subject was studied by a lot of scientists. R. Blake and J. Mouton said that the leadership style is a system which shows managers how to influence their subordinates.

There are some classifications of the leadership styles, but the most common of them is based on Kurt Lewin's work. He divided the style of leadership into:

- autocratic
- democratic
- liberal.

Manager is a main person of every organization. He is a headquarter and a supervisor of it. He is in charge of all processes which take place there. It is important for every manager to provide an efficient management of his organization. That is why he has to be highly skilled, self-motivated, proactive and good with people, because any organization can not be without a professional manager.

It has to be mentioned that it would be better for every manager to make a flexible approach to his leadership. There are some advices to use a mixed style of leadership, which includes democratic and autocratic ones. According to this approach, all decisions will make after discussing them in groups. There will be a delegation of authority and different types of work stimulation such as bonuses or promotion to motivate employees to work more effective, but at the same time there will be some punishment as well.

Also a good manager will try to make a formalized discipline in his organization.

Every time managers have to adjust their leadership styles because of such changing conditions. The choice of it depends not only on the authority of the head and his efficiency, but also on the atmosphere in the staff, corporate culture and the relationship between subordinates and supervisors.

Every company has to get rather good results after a performance review of it. To come it true, the manager of it has some tasks to do:

- to choose a right approach of the creating his own style of leadership;
- to create his individual leadership style;
- to change his leadership style when he has an ability to do it.

In conclusion we want to say that the effective managers are those ones who can mix different elements of different leadership styles to create their own approach to the management, their own unique style in accordance with the requirements of reality.

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LA INFLUENCIA DEL TURISMO EN LA ECONOMÍA DE ESPAÑA

El turismo en España se considera como una industria altamente rentable y tiene una influencia grande sobre la economía. Gracias al turismo, se cambió el nivel de la vida y las prioridades en la mayoría de áreas de la economía nacional. El turismo también tuvo alguna influencia sobre la distribución de los flujos financieros y la mano de obra, en particular, en la demanda efectiva de bienes y servicios turísticos. El turismo se convierte en un bien común si tomar en cuenta la ubicación geográfica del país, sus atractivos históricos y culturales y las condiciones climáticas. Si usted está interesado en viajar, entonces no hay nada más fácil que encontrar a través de Internet toda la información necesaria acerca de las ofertas turísticas en España, simplemente haciendo un clic en la página-web correspondiente.

El turismo en el país hispano está predestinado para fomentar el desarrollo de las industrias nacionales y otros sectores económicos. Por ejemplo, en España, comenzaron a adquirir más atención a los medios de comunicación masiva y el negocio en la esfera de la publicidad comenzó a desarrollar la cartografía. Además de todo esto, el turismo tiene una gran influencia en el desarrollo de diferentes infraestructuras del país.

Cada vez más en el ámbito del turismo comienzan a abrirse las organizaciones y, en consecuencia, aparecen más puestos de trabajo y se canalizan importantes flujos de fondos financieros.

Mientras que en el sur de España y en la zona costera del Mediterráneo el turismo está muy desarrollado, en la parte nórdica la demanda no es suficiente. Pero a pesar de ello, las autoridades locales también están interesadas en aumentar la oferta turística en esta zona. La influencia del turismo sobre la economía nacional comenzó a tener algunos aspectos negativos.

El problema más importante en el desarrollo del turismo es el estado satisfactorio del medio ambiente, lo que es más relevante para las zonas costeras del sur y mediterráneas de España. Los problemas incluyen el hecho de que la costa está sobrecargada con los turistas, lo que provoca muchos daños al medio ambiente y a su flora y fáuna. Se notan unos progresos evidentes en las acciones de las autoridades locales en España, aunque anteriormente ellas no habían prestado mucha atención a la situación con el medio ambiente. Actualmente se fija el deseo de mejorar las condiciones de las zonas naturales.

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ESPAÑA Y LA UNIÓN EUROPEA

Como se sabe, en el año 1986 España se registró comoel miembro que goza con todos los derechos de la Comunidad Económica Europea. Desde entonces, según la resolución,tomada por la Comisión Europea, España realice con éxito las tareas establecidas por el Consejo Europeo y las incorporó en sus directivas internas.

Para el país hispano la adhesión a la Unión Europea marca, como para los demás países-miembros de esta organización, los cambios significativos que empezaron a principios de los años 90. Se creó el mercado único europeo y el Espacio Económico Europeo, dónde se puede tener las relaciones comerciales serias y negociar sin fronteras.

España es un estado muy especial y particular, ya que se ha posicionado como uno de los líderes mundiales en la adaptación de medidas de liberalización comercial.

Como señalan las fuentes oficiales, España adquirió una responsabilidad grande y sólida dentro de la UE, transformándose en este caso, parallelamente con Polonia, en el quinto país que tiene derecho de votar en el Consejo de Ministros.

La introducción dela divisa única europea – el euro (en el 1 de enero del año 2002) marcó el inicio de la tercera etapa de la Presidencia española de la UE, que se presenta actualmente la culminación de un proceso largoy el establecimiento de una fila de condiciones para el aumento y crecimiento de los mercados tanto español como el europeo.La estabilidad económica española y la comercial, logradasgracias al euro, fortalecieron el crecimiento actual de la economía española, junto con su proyección política internacional.

España es el miembro de la Unión Europea, que durante los últimos cinco años ha obtenido la cantidad sólida de fondos financieros de las reservas estructurales y las de cohesión, que se usan para apoyar diferentes proyectos de infraestructuras principales y muchos proyectos de nuevo desarrollo. Los economistas-expertos calcularon que durante el período de los años 2007 – 2013España recibiómás de 31,5 millones de euros como ayuda financiera de diversos fondos estructurales y de cohesión. Además , España recibirá una subvención especial para la investigación y el desarrollo (en la cantidad de 2000 millones de moneda nacionalsegún el acuerdo con las resoluciones adoptadas en la última reunión del Consejo Europeo en Londres). A través de estos fondos, el gobierno español se embarcará en un importante proyecto de co-inversión en las infraestructuras que implican la iniciativa privada.

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EL BRASIL COMO NUEVA POTENCIA ECONÓMICA

Como se sabe, El Brasil es el país más grande entre todos los de América del Sur en cuanto a la extención geográfica y el número de la población. Ella se extiende casi en la mitad del continente suramericano y tiene enorme potencial humano (la cantidad de su población ocupa el quinto lugar en la escala mundial).

La economía de El Brasil depende del comercio exterior. En la estructura del comercio exterior brasileño se nota una tendencia de aumentar la exportacion de artículos manufacturados, materias primas y productos alimenticios; lo mismo se observa en la importación de maquinaria, equipo industrial y materias primas industriales.

La geografía de las relaciones exteriores también se cambió considerablemente. Entre principales socios comerciales de El Brasil se encuentran tales países como los Estados Unidos de América, Japón y países de la UE. Aúnque los EE UU siguen ocupando el primer lugar en el comercio exterior con El Brasil, su participación se redujo notablemente. En cuanto a la colaboración económica con Ucrania, por desgracia se constan las relaciones muy "tímidas" y no considerables.

El Gobierno brasileño posiciona el proceso de integración como una medida importante del desarrollo económico del país y hace todo lo posible para realizarla. Pero se consta que la economía de El Brasil sigue siendo poco activa y en el año de 2013 el crecimiento del PIB fue apenas 4%.

A pesar de reducir las tasas de interés bancarias, el Gobierno brasileño no pudo contener el crecimiento de la deuda interna, la cual durante mucho tiempo supera la mitad del PIB. El porcentaje bancario, que atrae los capitales de corto plazo a El Brasil, es el más alto en el mundo – 4,25%. Hasta el momento actual, el crecimiento económico se limita por la devaluación artificial de la moneda nacioal – el real. Claro que este proceso inhibe el crecimiento de la producción y aumenta el coste de exportación.

El crecimiento económico de El Brasil es el más bajo entre los países en vía de desarrollo, como, por ejemplo, India o México.

A pesar del desempeño económico mediocre, El Brasil lidera entre los países en vía de desarrollo gracias a su potencial económico grande.

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MBA PROGRAMME

As well as in every sphere of activity, there are examples of exceptional professionalism and high quality of activity of particular specialists and organizations in educational area. Comparatively with business, education remains conservative in most cases. Currently the educational approach is disappearing gradually in higher institutions, which is only based on getting a diploma of higher education. Students need qualitativeand practical knowledge and abilities for using them in business in the future.

MBA is that definite market segment that develops more dynamically. Market relations, sharp requirement in effective management and forced moving of scientific and engineering staff into business have caused rapid development of this business sphere. There is a universally recognized fact, that a student is the main consumer on the Ukrainian market of education. Therefore this fact needs a realistic correction: a student is a product, and an employer is a consumer. But if to examine the situation in this aspect, there are some problematic issues.

Firstly, it is abilities of proprietors and employers. Secondly, it is a presence of irresponsible competitors. Finally, it is the absence of approach systems of providing high quality education. Business-schools while forming complex services are oriented on a final customer, but very often the demands of clients are not met because of imperfection to the programs, incompetence of the trainers or inadequate correlation of the value for money. Therefore,the advantage of higher educational establishments consists of presence of the research system. At the same time the core of new generation of pedagogical staff is forming and they are the market-driven people. Nowadays there are such teachers who use innovative technologies in preparation of management staff. The tendencyof getting education according to western standards started 20 years ago. But if at first there was a requirement of foreign companies, today the necessity of such education is getting to be realized by Ukrainian business and those, who work in it. They want modern and motivating business education, as highly skilled managers are the major resource for any company.

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BUYER-SELLER RELATIONSHIP

All consumers and producers require a high level of confidence. The firm which can meet these needs will be recognized by a consumer. Confidence is the most important factor of any relationship.

The sphere of business communication is such an area of human activity where the satisfaction of some people's needs is the main objective and the final product of other people's labour. To do this, the consumers must come into direct contact with the seller that inevitably results in communication of the two parties.

The emotional tone of relationship greatly depends on the seller, that's why he is considered to be the central figure in the process of interaction. The information on communication satisfaction or dissatisfaction comes from the buyer to the seller.

Recent trends in trade development show the growing importance of various factors in buyer-seller relationship. At the same time one should take into account the specificity of a particular commercial enterprise. The suggestion of predominance of formal buyer-seller relationship is fair for modern large supermarkets, warehouses etc. The sellers of these shops do not care who comes to them for shopping, and the buyers pay little attention who gives them necessary goods. Purchase-sale relationship acquires purely business character, and buyers and sellers confront each other primarily as impersonal figures.

Small shops, especially specialized ones assume less formal buyer-seller relationship.

The increasing business competition requires a constant search for new forms of attracting and retaining buyers. In this connection the emphasis shifts towards strengthening personal contacts in the process of professional buyer-seller relationship.

Any buyer will appreciate an attentive, polite, restrained seller who is able to listen to him and, what is more, to hear the buyer. It is unlikely that a person will apply to the seller who is characterized as being careless, tactless, unrestrained, rude once again. Nowadays having come to the shop, you often face a problem when the seller is talking over the telephone or playing any games on the same telephone paying no attention to the buyer. Most probably, a lot of customers will no longer deal with his shop. Or we take quite the opposite situation, when the seller listens to his client attentively, gives an advice, and helps him with the choice. The buyer will come back to this shop again and again. The seller's appearance and look are also of great importance. He should be at least clean, tidy and well-groomed.

You can also find the companies (as a rule, they are specialized and not large) which do not forget about their customers even after the completion of the sale process. For example, the director of Lugansk furniture company "MiniMax" always gets in touch with the clients some time later after the installation of furniture. He takes interest in furniture condition so far, takes care of the complaints and requlates them. After that the company eliminates defects and analyses all requests and wishes in order to avoid similar errors in future. Certainly, the consumers are pleased with such attention. And the experience has shown that the buyers deal with this company more than once and recommend it to their acquaintances.

To sum up I would like to mention that all products and services are competitive nowadays. You can always find another company that sells similar products. The success of any company largely depends on the seller and his relationship with buyers. Thus we believe that the most important thing in any situation is to remain human, to think not only about one's profits, but also about people with whom we have to work.

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DEVELOPING AN INTERNATIONAL MARKETING STRATEGY OF ENTERPRISES ON THE STAGE OF ENTERING FOREIGN MARKETS

It is becoming increasingly difficult to ignore the fact that due to globalization of economic life, in which the role of foreign trade activity of enterprises is growing steadily, restricted and unstructured product demand in the domestic market of Ukraine leads domestic producers to look for the new markets and methods to promote their goods. This processcould become possible thanks to the developing complex and integrated approach for the implementation the strategic international marketing to the foreign trade activity of enterprises, not only as an important structural element, but as a system that determines the characteristics of its management and direction of development.

The correct choice of entry strategy into foreign markets depends on the planning and organization of other activities of the company and eventually determines their success on foreign markets. The main purpose of marketing strategy is to align marketing goals of the enterprise with its opportunities, the requirements of customers, furthermore the correct marketing strategy allows using weak position of competitors and competitive advantages of enterprise itself.

The significant contribution to the theory related with the development marketing strategy was made by following foreign scholars as I. Ansoff, T. Ambler, G. Armstrong, J. Atkinson, F. Kotler, T. Levitt, H. Mintzberg, M. Porter, A. Tompson and others. The issues related to the marketing strategy of companies in international markets were outlined in the works of E.M. Azaryan, I.V. Bagrova, V.I. Korshunova, N.V. Kudenko, A.P. Rumyantsev, T.N. Tsygankova and others.

The objective of our research is to develop international marketing strategy of the enterprise on stage of enteringforeign markets.

Development of marketing strategy allows to assess the situation in integrated approach, and helps the companies to develop a particular program of actions that correspond to modern requirements of the market and satisfy the real goals of enterprises.

The process of developing an international marketing strategy provides the existence of several stages:

1) the development of the basic concepts of marketing of the company, which provides situational analysis research of macro and microenvironments functioning of the company, setting goals and forming strategic selection, concretization of tactical tasks, periodicrevision andreview of marketing programs;

2) the use of different analytical approaches to the definition of companylifecycle in the foreign markets;

3) the development and optimization features of behavior of the company in the international environment, which provides a certain level of adaptation of marketing programs to foreign conditions and requirements [2].

Nowadays within the frame of strategic marketing conceptone can observe a completely new direction in the theory of consumer behavior, taking into account not only the demographic and economic factors, but also psychological factors of motivationbehavior. The consumer has been regarded as a subject, who can independently make a strategic decision to organize a consumer activity. Therefore, the promotion of enterprises to the foreign markets should be carried out under the influence of total solutions, allowingmeeting the expectations of consumers and enhancing competitive position of the enterprises in the foreign markets. All mentioned above factors lead the specialists to the important decision of marketing strategy development [1].

Based on the analysis of works in the theory of strategic marketing we can make the conclusion that the strategy of entetering foreign markets should be considered as a set of strategic, organizational and economic decisions which are directed at achieving a sustainable competitive position of the company and the harmonization of the interests of market participants that determine the success of entry strategies of foreign markets.

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MICROSOFT SKYDRIVE AS A POWERFUL TOOL FOR STORAGE AND PROCESSING OF INFORMATION

There is a big influence of information technologies on our daily life. Electronic devices, multimedia and computers are things we have to deal with everyday.

At the same time, the Internet is becoming more and more important as it is one of the most forward-looking media and surely “the” medium of the future.

Thanks to a computer, it is possible to store a great deal of information. It was very difficult to store thousands of papers before.

We cannot imagine our modern world without amazing technologies.One of them is Microsoft SkyDrive. SkyDrive cloud storage has been known since 2007. However, it has not been widelyused.

SkyDrive is a free online storage for thefiles that can be accessed from anywhere. This file hosting service allows users to upload and synchronize files to the cloud storage, and then access them from a Web browser or local device.Itcan be usedon Windows 8 PC.Itis built into the new Windows and works even better.

Without installing anything, the files can be easily saved right to SkyDrive with thousands of photos, documents, and other files, without taking up all of the space on a device.With SkyDrive every user gets 7 GB of free storage in the cloud andcan sync across all the computers.With SkyDrive, it is easy to get automatic access to the stored information from any PC, Mac, iPad, or phone.

SkyDrive and Office work together. Word, Excel, and otherOffice documents can be opened from Skydrive. With SkyDrive and Office 2013it is easy to share documents with friends and work on them together.If a user doesnot have Office 2013, he or shecan still access, work on, and share Office documents inSkyDrive.com right in the browser with free Office Web Apps.

Moreover, SkyDrive works with applications already in use, and it is possible to:

- scan files with a mobile phone;
- take notes with OneNote;
- save articles as sound files;
- save files right to SkyDrive.

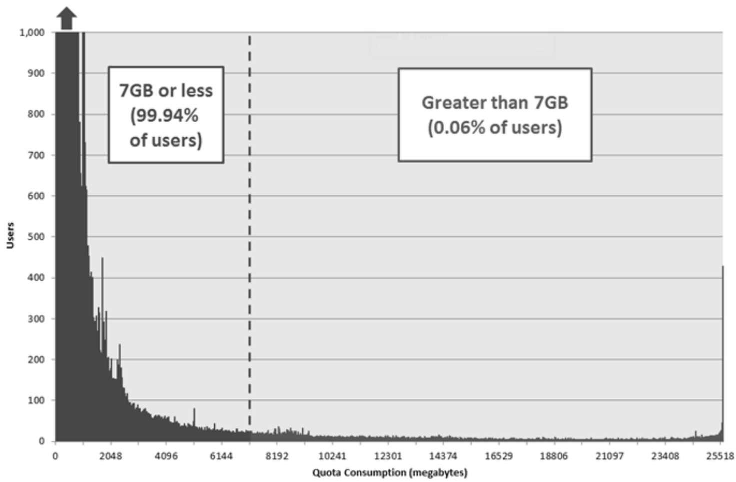
Once we have SkyDrive, OneNote becomes even more powerful. We can save our notebook to the SkyDrive folder and access it from anywhere.

However, the basic principle of SkyDrive isnot a new invention, it has undoubted advantagescomparing to its predecessors GoogleDocs and DropBox:

- ❖ SkyDrive has Microsoft Office fully integrated online through the Office Web Apps (Microsoft Word, Excel, PowerPoint, and OneNote).
- ❖ It is not necessary to format issues when switching between the cloud and our desktop.
- ❖ On the Microsoft PowerPoint Office Web App, there are not those annoying formatting errors that are usual with Google Docs.
- ❖ When someone makes an edit, you are notified of that edit the next time you save/update your document.

Meanwhile, the conveniences provided with Sky Drive are obvious, there are still some controversial points, argued by many users. Firstly, SkyDrive is totally dependent on Internet connection, thus user can not work with his stored files without Internet access. The other point is that every user has only 7 Gb of free storage, increasing of storage capacity is paid.

When Microsoft upgraded SkyDrive consumer they looked at how much storage existing users were using. Despite the fact that we have only 7 Gb for free storage, overwhelming majority of users use only 30% of possible space. It is also clear, that only a few users (0.06%) pay for extra space. [1]



According to presented data, it is clear that the capacity of the storage cloud is obviously enough and is not a big problem of Sky Drive.

With a wide range of provided advantages, Sky Drive could be useful in different spheres of life. The first and most obvious example is education. Many processes could be simplified at the universities, such as sharing of information with students, organization of group student projects, communication between lecturers and students, publication of results and marks and so on. That will help to save time both for teachers and students.

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THE PARAMETERS OF INDIVIDUAL IDENTITY IN INSTITUTIONALIZED SPHERE OF POLITICS

In the political research, which is usually done within the frames of institutional theory, the main attention of the scientists is concentrated on structural objects (old institutionalism). For the last 25 years, together with organizational aspects, rules and norms which stabilize social and political infraction have been introduced to the system of coordinates of a researcher (new institutionalism). Transformations of political systems which took place in the course of democratic processes after World War Two contributed to working out theories of institutionalization as a procedure aspect of institutions' functioning and lair the foundation for conceptualization of new institutionalism. In the research works of the transition period of the institutional theory's conceptualization theorizing about crucial forces of institutionalized development began and the role of a personal factor in the political processes was pointed out. It is thought that it is the status of individual identity in the collective form of intergroup cooperation and interaction that can have great influence on the success of the institutional aspect of democratization. The problem of definition, formation and transformation of identity has been studied by such political scientists as T. Risse, M. Emerson, M. Castells, G.I. Weinshtain, V.I. Pantin, O.Y. Malinova and others. Modern tendencies in the development of the institutional theory have been analyzed in the works of W. Streeck, B.G. Peters, K. Thelen, S.V. Patrushev, P.V. Panov, A.S. Romanuk, A.F.Kolodiy and others. New institutionalism makes it possible to define more clearly the place of institutionalized politics in the system of structures and practices of institutionalized politics, which are the result of collision of regulating activity of the state power and interests of various civil organizations and social group. This article contains an attempt to show the importance of the individual identity for stabilization of the institutionalized practices of behavior's arrangement in the society. In this work the correlation between an individual and an institution in the institutional theory as a metatheoretical political–institutional paradigm of political science will be analyzed and politics' influence on the main types of he person's identity through the usage of the versions of new intuitionalism will be studied.

In modern intuitional theory there are actually two objects of analysis- institutions- structures and stable examples of practices of inter- individual cooperation and which can be institutionalized in the formal way. M.S. Ilchenko states that theorizing within the frames of institutional analysis reflects typical for social sciences antinomy structure- subject in model institution – actor. He thinks that definition and correction by political institution the actors' behavior's strategy are realized through arrangement, establishment and support of the institutionalized practices of the interaction of individuals and groups [1, p. 265]. At the time, according to the idea of the representatives of political – institutional paradigm of science a political institute is a product of collective organizing activity of the individuals. For example, the theory of the institutionalization of rational choice recognize not only the possibility of regulation of politics' subjects' choice of the purposes by the institutions but also the motivation of these subjects for keeping particular state of the things. O.I. Zaznaev stresses that actors of politics agree to accept some limitations because under such conditions they are likely to win more – the structures exist until the actors are sure that the structures give them more advantages than disadvantages [2, p. 20]. This gnosiological approach became possible in the political science to the development of a behaviorism research program in which individual interests are the base the hypotheses about the nature of phenomena and laws of the political life. In its turn, behaviorism was the answer to long domination in the political science of the theories of formalized and legal analysis of politics first of all as activity of state power bodies aimed at the control and regulation of social and political processes by institutions of this type. In the context of political and institutional paradigm of the political science scholars distinguish different analytical versions of the institutional theory, but it is possible to agree with the majority of the scientists as for the most important, according to P.A. Hall and R.C.R. Taylor's approach, historical sociological kinds of institutionalism as well as institutionalism of rational choice. Through historical process studying, historical institutionalism aims at identifying the causal mechanisms that lie behind particular empirical processes; for rational choice scholars, connecting micro-level interactions to macro-level processes and events, it is important to pay attention to the ways in which individuals make choices within constraints that sociological institutionalists define as frames of meaning, which determine formal and informal collections of interrelated norms of appropriate individual's behavior. In order to analyze haw the practices of the institutionalized social and political interaction influence the determination of the strategy of politics' actors' behavior and their motivation of satisfaction of their own interests within the boundaries of particular socially constructed condition regarding their own and group identity, as the level of macrostructures' functioning in a long-term scope' gender, religions and ethnical parameters have been chose.

Gender order is defined as institutionalization of gender differences and is introduced into organizations and established institutional structures [3, p. 319]. In this sense it is possible to note that social and political institutions can also be considered to be factors of legitimating of the behavior's standards which indentify politics' actors on the base of gender differences in their institutional status – whether they can and to which extent take part in the political process (when a woman stands for the election of the state or the government, mass media still emphasize her gender, nab her gasification, etc). In he developed countries of the weld discourse on gender equality is the symbol of dedication to democratic values and willingness to join the group of these countries makes the realization of political transformations necessary. As S.G. Ayvazova sums up, peculiarities of social institutions' functioning in Russian Federation (which is typical for the countries of post soviet space) limit women's possibilities in the sphere of public politics the problem of gender equality is not considered to be a concrete task requiring solution but it is regarded as imitation of democratic politics, a kind of gender game [3, p. 323-331].

Because religions institutions and organizations have normative influence on their members facilitating the formation of their particular purposes, values and ideals, they cannot help being involved in the political process. Religion is still one of the most important institutions which plays a significant part in the construction of social reality and is an effective way of legitimation and support of the existent social order. This specific sphere of domestic policy of the state is based on the laws which define the place of the religions institutions in the social life [4, p. 140-142] Protection of religions beliefs as a part of identity of a dominating social group under certain conditions can turn into an element of ideological doctrine which is able to transform an institutional system in the direction to throwing away the ideals of democracy – for example, transformation of the presidency institution into a life and inherited position grounded by the factors of a higher level, conceals the desire for maximization of individual or narrow-class preferences.

Ethnonational communities are also subjects of politics and can take part in the activity of political institutions or create their own organizations within the group. The purpose of the communities' activity is to keep and develop ethnic identity, as well as to arrange and formalize the relationships with other communities and with state paver which means institutionalization with inevitable politicization of functioning (Y.V. Kosmiy). At the same time ethnicities are objects of state power's activity through holding a wide range of events of the state ethnic policy-for example, the formation of special bodies to regulate ethnonational relations normative and legal establishment of ethnic communities' status (legalization of the possibility to represent their interests) and even granting the right to form autonomous territorial units [5].

Politization of ethnic identity makes pursuing state policy in some issues (for example, language one) difficult, gives the state or regional conflict the status of international one, requiring international recognition of the representative character of the institutions of a new territorial unit.

Research strategy of new institutionalism helps to analyze political phenomena of complex nature which are characteristic for the system of introduction and support of political democratic standards in the modern world such as individual identity which is institutionalized on the collective level of the realization of political interests. Institutionalization of individual identity can be defined as giving the right to represent and take part in politics to the groups of individuals formed on the base of a particular indentifying peculiarity – gender, ethnos, religions beliefs and others. Political discourse on the place of individual identities among institutionalized practices of social and political interaction can transform the institutional structure of the political system, as well as determine the status of the state as a key institution in the political system of the society and an actor of international politics. Guarantee of gender equality necessary for active participation in the activity of different political institutions (from public organizations to political parties and bodies of state power) is a typical evidence of the political system's democratization which can lead to a crisis of other social institutions such as family and marriage. Giving broad right to ethnic communities, the government risks facing with problems of radical nationalism and separatism. In can undermine not only the social consensus but the integrity of the state order. The involvement of a religions factor in politics can help to consolidate the institutions of the political system inside the state, but it may also cause some confrontation with other countries the activity of international structures.

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THE WRITINGS OF PHILIP MELANCHTHON AGAINST THE ANABAPTISTS

Philip Melanchthon was born in Bretten on February 16, 1497. His father, George Schwartzerd, was an armorer for Palatine princes. His mother was a niece of the humanist, Johann Reuchlin, who early took a liking to the boy; it was he who gave him the Greek name, Melanchthon, meaning black earth. In 1509, when he was twelve years old, Melanchthon attended the University of Heidelberg. Five years later he earned his Master of Arts degree at Tubingen. In 1518, upon the recommendation of his uncle, Reuchlin, he was called by the Elector of Saxony to be professor of Greek at Wittenberg University. His inaugural address deeply impressed Luther, and two soon became fast friends. It was from Melanchthon that Luther received his inspiration to study Greek [2, p. 32].

Melanchthon soon fell under the spell of Luther's personality, and became an ardent supporter of the reforms Luther was attempting to instigate. In 1519 he participated in the Leipzig Disputation against Johann Eck. When Luther was lodged un the Wittenberg Reformation. With the arrival of the Zwickau prophets, he wavered, since he partially agreed with their attacks on infant baptism. But in that same year he produced the first systematic reformed theology: *Loci communes rerum theologicarum* [4]. He was pitted against Zwingli in the Marburg Conference of 1529; here he developed a bitter dislike of the Swiss. At the Diet of Augsburg in 1530, he drew up the seventeen articles which became the Augsburg Confession. In contrast to Luther, Melanchthon was inclined to conciliate, so much so that whenever differences with the Papists were discussed, the opponents tried to deal with him rather than with Luther. From the death of Luther in 1546 until his own death on April 19, 1560, he was the leader of the movement; it involved him in many gloomy theological disputations.

Luther, the religious genius, the creative spirit, and Melanchthon, the keen-minded scholar who could clothe Luther's ideas in scholarly form, complemented each other well. Because of his timid, fearful nature, Melanchthon was hard put to answer Luther's critics, however. But contrary to his customary pliant attitude in controversies, Melanchthon was unusually harsh toward the Anabaptists. He did not show them the slightest bit of toleration. It is possible that he became somewhat embittered against then after the trouble with the Zwickau prophets. It is certain that he ascribed all Anabaptist origins to the prophets.

Melanchthon first major extant work against the Anabaptists was written in January, 1528, and published in October of that same year. It beats the title *Instruction of Philip Melanchthon Against the Teaching of the Anabaptists, Translated from Latin by Just. Jonas [4]*. Melanchthon has heard or read of the Anabaptists from sources not indicated. He opens his attack against them with this statement: "These Anabaptists leave the knowledge of Jesus Christ, in which is true wisdom, preferring rather to haggle over outward ceremonies and human assertions, silencing true repentance, faith, the cross, love. And other Christian fruits and works" [2, p. 234]. Melanchthon divided his polemic under six subtitles: Concerning of Function of the Sacrament; Concerning Baptism; Concerning of Function of Baptism; Concerning the Baptism of John and Christ; Concerning Infant Baptism; and Concerning Community of Goods. His purpose is to point out the error in the Anabaptist teaching and to give accurate instruction to his readers.

Melanchthon's first brochure against the teachings of the Anabaptists did not deal with the problem of punishment. In a letter to Friedrich Myconius dated February, 1530, Melanchthon commends the execution of six Anabaptists by Prince John of Saxony, which execution took place of January 18, 1530. Myconius apparently was opposed to the execution and asked Melanchthon for advice [3, p. 11].

In October, 1531. the Saxon Prince, John, wrote to the Wittenberg theologians for advice on dealing with some captive Anabaptists. He had executed six in January of the previous year. But there was considerable objection from various quarters to this extreme form of punishment. The persons executed were good Christians, some thought; and it was certain that executing them scared no one, least of all those executed, who went to their deaths rejoicing. Melanchthon replied to Prince Johan's request with a memorandum which carried Luther's approval. Melanchthon reasoned that since Prince John had several years earlier issued a mandate forbidding the Anabaptists to teach or preach, he was obliged to punish them when they disobeyed that order. John's conscience should not pain him for executing Anabaptists, Melanchthon felt. Then Melanchthon proceeded to classify Anabaptists into three groups, according to degree of fanaticism, and to make recommendations for the treatment of each group. The first group consisted of instigators and those who had recommenced to teach and preach in spite of the mandate. These were to be executed with the sword. The second group was composed of followers, persons led astray, who nevertheless believed any of the following points:

1. No Christian should hold government office.
2. Christians should divide and share their goods with others.
3. No Christian should swear an oath.
4. The church must be reformed, and all godless people destroyed.
5. Charging interests on money loaned is wrong [2, p. 232-233].

Such persons were also to be executed. The third group was composed of those who had erred through misunderstanding, who might be recalled to the true faith. These were to be taught, and if they made public confession of their error, they were to be received back into fellowship with a stern warning against backsliding. If they would not recant, and if they still did not hold to any of the above-outlined errors in belief, they were to be banished from the land, of given some other punishment lighter than the death sentence.

In the next four years Melanchthon did not moderate his opinion of the Anabaptists. Nor did he seek to differentiate between those revolutionaries of the Munster Kingdom and the peaceful Anabaptists who were opposed to taking the sword. In 1535 his *Several Propositions Against the Teaching of the Anabaptists Offered by Philip Melanchthon* appeared. It is a direct attack on Bernard Rothmann's Restution, which was published near the end of the year 1534. Rothmann, the city preacher at Munster, had been carried along by the teaching of Jan Matthys until he was advocating the establishment of a kingdom of God on earth. Melanchthon states clearly at the beginning of the brochure what his purpose is in writing it [3, p. 10].

In December, 1535, Melanchthon came into personal contact with the Anabaptists. He was called to preside at a theological examination of four Anabaptists captured at Jena. The examination lasted several days and covered a number of significant points: the Trinity, forgiveness of sins, community of goods, obedience to civil authority, baptism, swearing of oaths, and marriage. From all appearances the Anabaptists questioned were not of the radical, revolutionary type. On January 19, 1536, Melanchthon sent Prince John of Saxony a report of the examination, with the admonition that severe punishment was necessary, even with those who did not act like rogues.

Melanchthon accompanied the mandate with a pamphlet entitled *Publication of Several Unchristian Points Which the Anabaptists Advance* [4]. John commanded that the pamphlet be read from the chancel of each church in Saxony every third Sunday.

As Melanchthon thought he had two reasons for writing the pamphlet: firstly, so that the innocent, simple-minded people might see that the Anabaptists are from the devil and against God. Secondly, So that everyone might understand that the magistracy is under obligation to check the Anabaptist sect with severe punishment.

In May, 1536, Duke Philip of Hesse wrote to the Wittenberg theologians for advice in dealing with thirty steadfast Anabaptists who had been captured recently. Melanchthon rendered his judgment in memorandum printed later same year, entitled *That Civil Authorities Are Obliged to Oppose the Anabaptists with Bodily Punishment*. The opinion bore the approving signatures of Luther, Bugenhagen, and Cruciger. Philip had asked other Reformers, in addition to those at Wittenberg, for their advice. Of all the answers he received, the one from Melanchthon was the most severe. In effect Melanchthon argued that even the passive rejection of the state with certain of its functions constituted sedition.

Melanchthon begins by making a careful distinction between the two kinds of office, church and state. He makes it clear that the use of physical force to punish heretics is not the responsibility of church authorities, but solely that of civil officers. Thomas Munzer and the leaders of the Munster rebellion were in error in this respect. Then Melanchthon divides the Anabaptists into two groups. The first group is composed of those who take action against civil government, in that they promulgate certain seditious teachings. The second group of Anabaptists consists of those who promulgate false, but not necessarily seditious teaching.

So, Philip Melanchthon was by nature a gentle, soft-spoken individual. Luther said of him, in contrast to himself: “I am rough, boisterous, stormy, an altogether war-like. I must remove the stumps, cut away the thistles and thorns, and clear the wild forests; but Master Philip comes along, softly and gently, sowing and watering with joy”[1, p. 126]. Melanchthon made no distinction among types of Anabaptists. To him they were all the same blasphemous group. He viewed Anabaptism as one long line of aberration from true Christianity.

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UNKNOWN SOLDIER

The inscription on the Tomb of the Unknowns in Arlington National Cemetery reads «Here rests in honoured glory an American soldier known but to God». But now it seems that, in addition to the Almighty, several top Pentagon officials may also have been well aware of the probable identity of the supposedly unknown Vietnam warrior who was buried there with full military honours in 1984.

After a secret seven-month investigation, the CBS television channel revealed that the body – placed in the sacred tomb in a ceremony addressed by the then president, Ronald Regan – was that of Air Force Lieutenant MichaelBlassie, who was shot down in Vietnam in May 1972 [1, p. 135].

Lt Blassie's family, who live in Missouri, confirmed that they believe the allegation and want him reburied under his own tombstone, either in his home state or at Arlington.

The Tomb of the Unknowns is one of the most sacred sites in the National Cemetery. It contains the remains of four unidentified bodies, one each from the first and second world wars, and one from the Korean war, and one from the Vietnam war.

The Vietnam unknown was interred 16 years ago. President Reagan eulogized: «As a child, did he play on some street in a great American city? Did he work beside his father on a farm in America's heartland? Did he marry? Did he have children?» [1, p.78].

According to CBS, the answers to those questions are: yes, no, no and no. Lt Blassie came from St Louis and never married or had children.

One of the great difficulties facing the military authorities is that modern body identification techniques are so good.

CBS reported that the skeletal remains of an American flier were found in South Vietnam in October 1972 – five months after Lt Blassie was shot down – along with an identity card, money and shreds of a flight suit.

The identity tag belonged to Lt Blassie, and the remains were therefore designated «believed to be» Michael Blassie. But the identity card and money disappeard later and in 1980, at a time when pressure was mounting for an unknown Vietnam serviceman to be interred at Arlington, the remains were reclassified as unknown [2, p 64].

The Blassie family was informed in 1972 that their son had been shot down and was missing, presumed dead. It was not until 1992 that they were informed that an identity card bearing Michael Blassie's name had been recovered.

The short life and violent death of an American war hero.

The life and death of Michael Blassie was a text-book example of America's Vietnam tragedy.

The young air force lieutenant from St Louis, Missouri, was 23 years old when he was sent to Vietnam in 1972, never to return.

Five months later, after flying 132 missions against Vietcong and North Vietnamese targets – an average of almost a mission a day – his A-37 fighter plane was shot down over An Loc, north of Saigon, on May 11 1972, during one of the decisive battles of the war. He was 24 and unmarried when he died [3, p.231].

Blassie was born in April 1948 and grew up in north St Luis, where he attended the local Roman Catholic high school. He was the oldest of five children. His father George, who died in 1991, was a meat-cutter and served in the army during the second world war.

His sister Mary described her brother as a handsome young man, six feet tall with brown eyes and brown hair. He did well at school and college and was a noted soccer player who represented the air force at the sport.

«He was a very motivated person, who was a really excellent example for the rest of us to follow,» Mary said.

He graduated from high school in the summer of 1966 and became a trainee at the United States Air Force Academy at Colorado Springs [3, p. 234].

In 1970, he was posted for flight training at Columbus air force base in Mississippi, before being posted at Vietnam a year and a half later.

Like all US service personnel who died or were reported missing during the Vietnam war, the name of Michael Joseph Blassie is recorded on the Vietnam veterans memorial wall in Washington.

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CYBERSECURITY: ESSENCE, MAIN TENDENCIES AND THREATS

It is known that social well-being and economics stability are based on the reliable work of information networks and their cybernetic security. In spite of the fact that information technologies are often ahead of time it is possible to state that nowadays no country in the world can provide its national security in the cybernetic space.

The problem of cybersecurity is considered to be extremely urgent because the spread of information and communication technologies results in the rise in their usage and the development of their importance. But the consequence is that practically boundless possibilities of the Internet increase global threat of the virtual crimes and cyberterrorism.

Because of the development of information society and technologies as well as risk of threats and criminal acts cybersecurity is more and more often defined as a strategic problem of state importance which concerns all strata of the population.The number of cybercrimes is known to have been increasing rapidly lately.It is possible to speak about the tendency of growth of such dangerous for information space phenomena as cybernetworks, cyberterrorism and formation of criminal groups in this sphere.A lot of informational organizations, for example,NATO, have raised the problem of cybersecurity and a number of international conferences have touched on the problem of cybercrimes and providing cybersecurity of the countries.This problem is no longer a mythical question in international relations.The consequences of cyberattacks are becoming the source of tension both on the national and the international levels.Quick rise in the number ofcyberattacks on the state resources and general growth of cybercrimes require the settlement of this problem on the international level.For example,resolutions have been adopted and decisions on this questions have been taken by "The Great Eight", Unite Nations Organization,International Union of Telecommunications, European Council and others.

It should be note that information space has already become a political tool which has been repeatedly used not only as information arena but also as a coordinator of different mass actions.The importance of cyberspace for the life of modern society is difficult to underestimate taking into consideration the growing number of the Internet users.

The problem of protection of global cyberspace from the threats of unauthorized intrusion has become extremely burning lately.Every year the concentration of means and resources protecting electronics infrastructures of different types increases. Key segments of infrastructures of the developed countries are reported to have been repeatedly cyberattacked[4].

Among the main targets of cybercriminals are top state institutions, main infrastructure objects of the country (nuclear,military and other industries) and suchsystems of state importance as transport,financial, legal and other ones.Cybercrimes are committed through information and communication systems and are accompanied by very favorable circumstances among which are: minimum risks, wide scope, high income. Cybercrimes are considered to be natural continuation of traditional criminal activity.

Cybercrimes can be classified as a terrorist activity when their victims are a part of an important infrastructure [3]. As a criminal and legal phenomenon terrorism can be referred to international crimes and its new form – cyberterrorism – or as it is often called – electronic terrorism – is characterized by rapid spread and is regarded as posing a serious threat to the security of all countries in today`s world. A peculiar feature of cyberterrorism and its difference from cybercrimes is its openness with wide publicity of the conditions laid down by the terrorists [1].

Cyberterrorism is believed to be a serious threat because unlike a nuclear/military attack this phenomenon is newer and not thoroughly studied. The world community has some experience in dealing with this problem, but all examples of facing with it demonstrate vulnerability of the society and its inability to protect its information space. One more difficulty is that cyberterrorism has no boundaries. Staying in one place a cyberterrorist can commit a crime in any part of the world.

Unlike a usual terrorist,who in order to achieve his goals uses explosives and fire-arms, a cyberterrorist employs modern information technologies, computer systems and networks, special software aimed at unauthorized intrusion to computer systems and organizing a distant attack on information resources of the victim [1].

It should be noted that cyberterrorism is not the only type of information crime. Some attention must be paid to such phenomenon as hacktivism which is considered to be a kind of synthesis of social civic engagement and hacker activity. Hacktivism includes electronic civil disobedience connected with the usage of the methods of civil disobedience in cyberspace. Scientists have distinguished four types of civil disobedience. They are virtual “sit-down strikes” and blockades, bombing electronic mail, web-hacking and computer breaking, computer viruses and “worms”. As these incidents are covered in mass media hacker`s actions and their reasons can get wide publicity [2].

It is possible to say that modern development of information technologies has resulted in growing risk factors. Society, governments and states have become highly dependent on information networks and as a result rather vulnerable. The internet resources have made the mechanism of organized crimes much easier and their influence on state institutions and political tendencies much greater. Nowadays cybercriminals have at their disposal a number of methods of manipulating : from hacktivism (mass attempts to block particular sites or overload networks, electronic mail and others) to cybernetic (information) terrorism (putting strategic military networks out of action, conquering sites and equipment of state importance). In order to oppose cybercriminals strategies of protection of information networks, systems of traffic control and mechanisms of preventing outside intrusion are being worked out.

But it is necessary to admit that today there are no universal mechanisms of international legal regulation of critical information infrastructures. However, a lot of legal projects are being developed at the national level in different countries at the moment. The concept of critical information infrastructure in international legal doctrine is actively being discussed. Challenges of the present period require effective development of the state and private partnership in order to provide security in the world cyberspace.

It should also be stressed that both national and international security is sure to be considerably influenced by the development of information and communication technologies. Arms race will involve virtual space and cyberattackswill add to traditional armaments.

The fact that the problem of providing cybersecurity often becomes the subject of the wide discussion both at the national and international levels can be explained by complex transboundary character of the problem and impossibility of solving most of the tasks in the sphere of opposing cybercriminals only within the boundaries of the national security systems.

Some attempts to fight cybercriminals (for example, adoption of "Convention on cybercrimes") are not completely successful because not all countries are ready to join the process. Besides, there is conceptual difference between the views of the main geopolitical players on the nature and rules of behavior in cyberspace.

One of the ways of solving this problem is to recognize cyberweapons as a form of traditional arms (some people suggest that they should be recognized as weapons of mass destruction). It could help to sort out the political aspect of the problem – to refer such notions as "aggression" and "a war act" to cyberattacks, discover the source of the attack and give the world community reliable evidence of it.

It conclusion, it is necessary to stress that growing number of followers of the radical approach to cyberattacks who think them to be "war acts" with corresponding consequences makes it possible to assume that the problem of cyberattacks and cyberwars will always be in the spotlight of the world community and one of the major issues discussed by the world geopolitical players.

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POLITICAL TECHNOLOGIES AS A MEANS OF MANIPULATING MASS CONSCIOUSNESS

The election campaigns, which have been held in the world lately, can be called a kind of "Russian roulette" because their success depends not on bright and positive personalities of the candidates but on the usage of political technologies to help to manipulate public consciousness. It is necessary to admit that a majority of the electorate is not aware of the impact of political technologies but it is their usage that is responsible for winning election by a particular political party or a candidate.

It is known that mass introduction of these technologies to the political life in the world started comparatively long ago when the development of democratic principles in modern states made the violent ways of succession of those in power unacceptable. The notion of "political technologies" appeared in the 1930s in the USA when an advertising agent L. Buckster and a journalist K. Whitecker launched the first in the world specialized service called "Campaign incorporated" aimed at holding election campaigns and applying military and religious marches in election processes. It helped candidates to collect votes for their parties only taking indirect part in large-scale acts held by those in power without investing anything in advertising their own party.

Political technologies can be defined as a complex of means which is used to reach optimum results in solving political tasks and realizing values connected with home affairs of the state. Eventually, political technologies are always aimed at getting and keeping political power. People are considered to be the main object of influence in the technological process because they vote, hold meetings and protest actions and the whole political system of any democratic state is based on them [1].

Political technologies have been actively used for almost 100 years and it is not surprising that today some of them can be thought to be out-of-date. It should be stressed that nowadays it is necessary to find new and more effective methods of influence.

It should be noted that while in the 20th century the most wide-spread were so called "white", public political technologies, today`s processes are characterized by the replacement of legitimacy by deviance and latency; openness gets to the background and shadow methods of struggle come forward and prevail.

Propaganda has always been the main method of influence on the society. It is, together with agitation, is a classical example of non-marketing political technology. They both are aimed at the formation of positive attitudes of the population towards particular values and their being kept in the minds of the citizens. It should be pointed out that there is some difference between the notion of propaganda and that of agitation. While propaganda has to form stereotypes and give sense to a definite program, agitation is aimed at the development of a person is creative approach to a certain action directing but not restricting his possible choices. Communist ideology is rightfully considered to be a classical example of propaganda. This ideology managed to conquer the minds of the whole generation of the "Soviet citizens" depriving them of the ability of looking behind the "iron curtain" of censorship [2, p.38], [5, p.73].

One more effective tool of influence on mass consciousness is political advertising which contributes to the illusion of the conscious choice of the citizens. The purpose of any political advertisement is to tell people about the candidate, the party, their proposals and programs. In Ukraine regional advertisements are often used. They declare various values in each region. For example, in central and western regions of Ukraine candidates usually promise prosperity and well-being, whereas in eastern and southern ones they tell their voters that their priority is the adoption of state language law. Moreover, in order to make the advertisements more influencial the country`s celebrities are frequently involved in them. A famous person can become a leader of the party (like a world-known boxerV. Klichko–a leader of party "UDAR" party) or having been invited by the leaders of the party the celebrities start representing the party by being its face (like a singer T. Povaliy who took part in the tour to support the Party of Regions or a writer B. Benyuk in a nationalist union "Svoboda").

All technologies mentioned above are considered to be legal but dubious from the moral point of view. Among the methods which are far from being honest are the usage of the language which can split or unite people, nomination of a dummy candidate who takes away votes from real ones, bribing voters, unfounded accusations, pinning labels on opponents (for example, comparing a patriot with a fascist) and others. The notion of rating has considerably been changed lately. It no longer means the popularity of the candidate and how good or important he is. Nowadays it is associated with the frequency of mentioning his name in mass media. So the formation of the candidate`s voting depends not on the number of "good things" done by him but on his constant appearance on TV and being mentioned in press.

Compromising materials can often be used as one of political technologies. They can be of some possible origins: the first – discovering the truth which has been thoroughly concealed, the second – provocation or creation of provocative situation, the third – outrageous lie. It often happens that though the subject of compromising materials is not believed by anyone, the rating of the object is still dramatically falling. As a rule, compromising materials are spread by means of mass media and leaflets but rumours are generally thought to be the most effective. Their content can be different – from the opponent`s belonging to a certain social or ethnic group which is not supported by the electorate to the riches stolen from people. The photos of villas and yachts which are not always the objects of the competitor`s property are widely used.

Non-ethnical methods of political struggle are less often used. Among them are distribution of low-quality food at the meeting with the "candidate", while the candidate himself does not know about it at all, night telephone calls offering to get acquainted with the candidate`s program, writing the slogans of the party, which the candidate belongs to, on the fences and walls of the houses, scratching the names on automobiles and others [3, p.38], [4,p.317].

In conclusion, it is necessary to stress that technologies used play an important part in the political life of today`s society. However, the attitudes to them are controversial. Some people consider them to be a neutral method which is not different from other ways of achieving victory, while others are firmly opposing their usage in the election campaigns.

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NAGORNO-KARABAKH CONFLICT: PRESENT STATE AND POSSIBLE WAYS OF SETTLEMENT

An invasion of the Turkic nomadic tribes in the regions of the Middle East and Caucasus became a reason of considerable geohistorical and geoethnic changes, which led to irreversible transformations of ethnic and political configuration in this region. The conflict between Armenia and

Azerbaijan over Nagorny Karabakh is the most significant obstacle on the way to peace and stability in the South Caucasus.

Research urgency is determined by the need to find a mechanism to resolve the conflict in Nagorny Karabakh, because this conflict has its historical background and over the years its dynamics took on different forms: clear (armed) or hidden confrontation. During the whole period, the attempts to solve the problem, including international governmental organizations assistance, were mainly unsuccessful.

A theoretical basis of the research is the ideas and the provisions that are contained in the works of Ukrainian, Russian and foreign researchers who have studied the problem of ethno-political conflict and, first of all, the conflict in Nagorny Karabakh. Moreover, the works of both individual researchers and international and national scientific think-tanks have been used. Electronic resources and materials from the official websites of the Presidents of Armenia, Azerbaijan and NKR, Foreign Ministry official websites of Armenia and Azerbaijan, materials of official speeches and interviews of governmental officials have also been applied.

Research objective is to review a current state of the Nagorno-Karabakh conflict in the regional dimension and to analyze the prospects for its settlement from the standpoint of international governmental organizations and countries of the region.

Basic matter presentation. It is a common habit to date a boom of Ethnic Conflicts to 1990s, but it doesn`t seem quite correct to link it with the "cold war" completion. National problems arose on the agenda at the beginning of 19th century, particularly during the revolutions of 1848-1849. In the next century, the national question became one of the most crucial. The first wave of ethnic conflicts dates back to 1960s. Some of them were held back by the control of two superpowers. But with the disappearance of one of them and with reorientation of the other one, so-called conflicts of identity got a new life. Their common base is the phenomenon called *nationalism* [1, p. 256].

The conflict between two South Caucasian countries appeared in 1988 because of Armenian territorial claims against Azerbaijan. Nagorny Karabakh and seven adjoined districts – 20 percent of Azerbaijani territory – are occupied by Armenian armed forces. In May 1994, the parties reached a ceasefire by signing the Bishkek Protocol. But till now, unsuccessful peace talks have been held under the auspices of the OSCE Minsk Group with Russia, France and the United States [2]. Nowadays ethnic conflict in Nagorny Karabakh is in a frozen state [3, p. 43].

Both nations accused each other of initiating the war and the historical tragedies that fell to their lot. Each side portrays the other one as the aggressor who attacked on innocent civilians [3, p. 32]. As a result of six months of careful monitoring the Armenian-Azerbaijani research team discovered demonization in Armenian media – usually through portraying the Azerbaijanians as historical Turkish enemy [4, p. 8].

Azerbaijan adheres to the position that the conflict over the Nagorno-Karabakh region can be resolved only on the basis of respect for the territorial integrity and inviolability of internationally recognized borders of Azerbaijan [5]. Ordinary citizens get little of neutral information about events "on the other side". There are only a few civil society programs, which are sponsored by international organizations and connect Azerbaijan, Armenia and Nagorny Karabakh [3, p. 29].

The official *Stepanakert* (the capital of the Republic of Nagorny Karabakh) is inclined to solve all the current questions with Azerbaijan only by peaceful means and through direct dialogue, but it does not mean that Artsakh (Nagorny Karabakh) is not able to protect its independence and safety if it is needed. The biggest obstacle in the negotiation process is a destructive position of the President of Azerbaijan and his radical and militant anti-Armenian policy [6].

The *Republic of Armenia* defends the rights of NKR and Armenians, who live in its territory. Armenia believes that the settlement of the conflict should be based on the right of the people of Nagorny Karabakh to self-determination and the guarantees of Nagorny Karabakh security on the international basis.

Russia, Turkey, Georgia, Ukraine, countries of OIC, OSCE Minsk Group and the majority of the international community take up the position that provides a settlement of the conflict by peaceful means and within the territorial integrity of Azerbaijan.

Dozens of people are killed by sniper bullets weekly, including civilians. And both Armenian and Azerbaijanian parties do not rule out the possibility of transition to large-scale hostilities [7]. In recent years, Azerbaijan has been inclined to militaristic rhetoric in resolving the Nagorno-Karabakh conflict against the background of the oil revenues increasing. However, the outcome of such a version may be opposite to the expected one, and with disastrous consequences for the South Caucasus and severe inhibition of transnational energy projects in the Black Sea region [3, p. 68].

Today, there are many opinions about how the Nagorno-Karabakh conflict should be resolved. Considering the results of an expert survey of the prospects for settlement of the frozen conflicts in the Black Sea region for the next 3-5 years, according to which 52 % of the experts believe that in the next 3-5 years there will be no progress in resolving the problem, and only 1,3 % of the surveyed experts believe that in the 3-5-year term there can be a probability to settle the conflict, so we can say that the prospect of resolving the conflict does not seem very rosy [3, p. 60].

According to the representatives of the OSCE Minsk Group (USA, France and Russia), the settlement of the conflict should be based on five elements: (1) a temporary and later a complete – through referendum – status of Nagorny Karabakh; (2) the return of occupied territories; (3) the presence of a corridor that links Armenia with Nagorny Karabakh; (4) the return of refugees; (5) ensuring peace [8].

In conclusion it is necessary to stress that peaceful settlement of the conflict does not become real until the parties pluck their courage and responsibility. It seems that the parties intentionally delay solution of this problem by ignoring the advice through the mediation of international organizations and the international community. Four UN Resolutions still remain unperformed, and therefore the UN has frozen its activities in this conflict. Azerbaijan during the year did not perform the most essential requirements of all resolutions – a ceasefire. Basically, we have seen some declarations of intentions, statements that remain in words but no real progress. Armenia refuses to recognize the fact that Nagorny Karabakh and the occupied areas around it are a part of Azerbaijan, and Azerbaijan does not agree and will not agree to provide independence to Nagorny Karabakh.

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SOCIAL AND POLITICAL PROBLEMS OF THE CURRENT SITUATION IN UKRAINE

At the present stage of life, Ukraine is in a difficult position and it is clearly reflected in the events that are happening now but they are associated with a desire to improve people's social and political condition of the state by changing government and local authorities in the country.

This situation is due to the wrong policies of the ruling party, violations of the laws of human rights, the exaggeration of the power of police and law enforcement officers who carried out the order of the president about the violent dispersal of demonstrators in the Independence Square that in its turn caused and provoked a forceful response of protesters to the police. It should be noted that at first the protesters came to the Independence Square only just to tell the politicians that the economic situation is very bad not only in the country but of every individual Ukrainian too.

All these events were caused by such behavior of the authorities of the country in which executives perform their function in a positive aspect for themselves which negatively affects the economic condition of the citizens and is the cause of meetings as an expression of resentment against the ruling elite. According to some local and foreign politicians there is only one way to get out of that political crisis that is impeachment of the current president but it is a very controversial question because of the consequent difficulties caused by this action.

The policy of the western world has expressed their support for the opposition and protesters in the struggle against the dictatorial regime. Lithuanian Foreign Minister Linas Linkyavichus wrote: "It seems that provocation began in Kiev. There can be no justification for the use of force and violence. Authorities should understand the consequences."

Many other politicians expressed their opinions about the events in Ukraine, but they all carried the ideology of democracy on the Ukrainian land because Ukraine is in Europe and should be a modern democratic country with the freedom and rights of citizens as the most valuable asset that may be in the world.

Ukrainian people today have partially defeated the dictatorial regime. Whatever it was every Ukrainian has the right to live in a free and democratic country where they will have a right to democracy.

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PROMOTION OF BRAND "UKRAINE": REGULATION AT THE STATE LEVEL

In today's world under the influence of globalization processes competition between national states resembles more and more the fight for the consumer between big corporations. Under these competitive conditions it is important for the state to have a unique image, which is not only to be associated with this particular country but also to characterize it from the positive side. In order to sell its "product" the state needs to have everything mentioned above which the notion of a brand is made up of. Ukraine has only been taking the first steps in this direction lately.

It is thought that before working out the national brand some research of the present day state of the country's brand should be done. In this sense it is important to analyze which policy on national branding the state pursues and how it realizes the regulation in this sphere.

It should be noted that Euro-2012 became a catalyst of increasing interest of the state bodies in brand "Ukraine". It is the holding of the event of international importance that attracted attention to the problem of lack of not only Ukrainian state's brand but also the concept of branding.

It is necessary to state that for the last decade at the legislative level the spread of information about Ukraine has been regulated by "State program of provision of Ukraine's positive international image in 2003-2006" [2] and "State special program of the formation of Ukraine's positive international image for the period till 2011" [3]. These documents declared organization and carrying out by the bodies of the executive power information campaign aimed at providing the world community with more knowledge about Ukraine and strengthening its international authority in the spheres of politics, economy and culture to be the main aim. The programs stressed that positive international image is formed by foreign states in two main ways [2, 3]:

1. formation of a new state body whose functions are to provide at the interdepartment level constant, efficient and coordinated activity in

preparation and spread of positive facts about the state in international information space;

2. working out the state program which is to be carried out by the bodies of the state power.

The state programs had both positive characteristics (the most important thing was that these programs had been adopted and it was the evidence of the fact that Ukrainian power started thinking about the necessity of the state's brand's formation and took first steps in this direction) and negative ones (absence of a single body responsible for the state's branding inadequate funding, insufficient system of control over carrying out the program).

In 2011 the decision was taken according to which, besides usual practice of adopting state programs, an innovative for Ukraine state's branding document should be worked out by experts. On March 24, 2011 there was a presentation of the Strategy for positioning Ukraine abroad, which was worked out by request of Ukraine's Ministry of Foreign Affairs. The author of the Strategy was CFC Consulting Company. Its main slogan is "Ukraine – openness" positioning Ukraine as the state which is open to reforms, tourism development, increasing investment and ready to take part in global processes [4].

It should be noted that this strategy, unlike two previous programs, is not a state normative document, i.e. it is not to be formally fulfilled. But during the meeting of the Round Table while discussing the draft of the Concept of the State special program of positive international image's formation for the period till 2014 the Director of Information Policy Department of Ukraine's Ministry of Foreign Affairs O. Voloshin pointed out that when working out this document the directions of branding mentioned in the Strategy should be taken into consideration. However, the state program for the period till 2014 was not adopted [5]. The draft of the Concept of the State special program of Ukraine's positive international image's formation for the period from 2013 to 2015 is easily accessible on the Internet [6], nevertheless, it has not been approved so far. The only document, adopted at the state level, was the Concept of the State special program of tourism and resort development for the period till 2022, approved in August 2013 [7].

Speaking about the Strategy it is necessary to stress that it was the first attempt to create a recognizable and associated with Ukraine visual row and integral vision of Ukraine's brand's promotion abroad. One of the obvious achievements of the document is the description of the physical application of the style's components. Among its chapters are presentations of various music and art festivals, virtual walks around the streets of the cities which hosted Euro-2012 matches as well as other cities with remarkable historical, cultural and architectural monuments of Ukraine. Within the frames of this Strategy promos about Ukraine "Ukraine. All about U" were broadcast in EC countries for 7 months. In those promos Ukraine was positioned not only as a tourist state, but also as the state attractive for investing [8]. Also within this action the site ukraineallabout.com began to work.

According to the experts' opinion the main disadvantage of the product was the lack of the component aimed at internal communication. In practice the state was to be presented by the people who were not ready to see its single image because the ideas of the Ukrainians about themselves were not taken into account [9].

But in spite of the disadvantages the representatives of power, particularly, the Director of Information Policy Department of Ukraine's Ministry of Foreign Affairs O. Voloshin noted that this project, though having small budget (the official estimate of the project was 100,000 USA dollars), was the first one which was systematically developed. O. Voloshin stressed that taking into consideration image budgets of other countries "it was a drop in the sea" [5].

In comparison with other states Ukraine really spent minor means on the improvement of its image abroad. In different years the budget for this issue was: in 2007 – 20 mln hryvnias, in 2008 – 15 mln hryvnias, in 2009 – no means were given, 2010 – 10 mln, 2011 -8 mln [10], 2012 – 5,1 mln [11], 2013 – 4,07 mln [12]. For example, in the USA about 3 bln dollars is spent every year, in Russian Federation – 1,5-2 bln dollars and in Great Britain and Germany about 1,2 bln dollars is invested in branding annually [1]. It should be pointed out that today Ukrainian state is also increasing money invested in the promotion of the country's brand. For example in February 2012 an influential American edition Washington Post published a 10-page supplement about Ukraine. It cost Ukraine's budget 100,000 USA dollars (as much as the Strategy of the Ukrainian state's branding a year before) [10].

However, because of the absence of thoroughly thought – out and scientifically based concept of branding the means provided by the state budget for the creation and spread of the positive Ukraine's image abroad are often spent thoughtlessly and almost without any profit for the state. The examples of wasting money from Ukraine's budget in this way are putting monuments to Holodomor victims of 1932-1933 in Washington (USA) and to Ukrainian poet T. G. Shevchenko in Astana (Kazakhstan) [13]. According to Ukrainian mass media these monuments will cost Ukrainian budget 2,5 and 1,2 mln dollars relatively [14,15]. This way of creating the state image and branding is the least effective and the most expensive.

In conclusion, it is necessary to say that in Ukraine at the legislative level not a single normative and legal act which could regulate national branding has been adopted. The Strategy of positioning Ukraine, which was mentioned above, is rather recommending than compulsory in its character. Today initiatives in the sphere of national branding are not subject to a single plan of actions and are not coordinated with each other at the organization and administration level. Some actions which are often carried out without thorough analysis and taking into account real needs of the country do not produce a desired effect. All attempts to realize branding come to uncoordinated and inconsequent measures, which the representatives of target audience are not aware of at all or know a little.

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NAZI IDEOLOGY

The twin ideas at the basis of Hitler's political life, racialism and nationalism, seem to have been absorbed before the First World War. However, it was the events of 1918 and 1919 which translated prejudices and anti-Semitism into passions. Hitler blamed the defeat of Germany in 1918 on the Jews, and in Munich where he returned in 1919, Jews played a large part in the aborted revolution. In his mind Hitler created a vast, all-embracing Jewish conspiracy to «destroy civilization». Were not Jews dominant among the Bolsheviks in Russia? Was it not Jewish capital in America, Britain and France that had mobilised those countries for the defeat of Germany? Passion and hatred gave power to his voice. The simplicity of his message ensured a favorable reception in the right circumstances.

Hitler offered a new political religion, shaped for the age of the common man. Even before the First World War all those devices which would have kept Hitler firmly in check were weakening. The German philosopher Nietzsche had famously declared that God was dead. Traditional religion was losing its grip. The old ruling elites were being challenged [1, p. 56]. An age of mass consumption and mass ideas was being born. In place of kings and emperors, politicians told the people what they wanted to hear in language they could grasp readily.

The First World War speeded the destruction of the old world, particularly in Germany. With the Kaiser gone, a new symbolic focus of loyalty was needed. The returning disillusioned troops were particularly vulnerable to the sort of simplistic message that Hitler propounded. The war had brutalised many and made violence respectable. The new NSDAP, founded in 1920, was to provide a home for soldiers like Ernst Rohm [2, p. 349]. The displaced Baltic German, Alfred Rosenberg, fleeing from the Bolsheviks, also joined the new party, echoing Hitler's bitter anti-Jewish sentiments and racial analysis of the world. National Socialism, as expounded by Hitler and Rosenberg, was woven from many intellectual strands. Its origins lay with those thinkers who had rejected the enlightenment of the eighteenth century, with its emphasis on reason and the essential goodness and rationality of man — the spirit of the French Revolution. Goebbels was to proclaim in 1933: «we have abolished 1789» [6, p. 36]. Instead of liberty and reason, there was an emphasis on obedience and faith. Instead of fulfilment through thought, there was fulfilment through action, preferably violent action. Men were essentially killers, not philosophers, and women were the instruments for producing more killers. The pram was the woman's tank. The Nazis saw the enlightenment and its ideology — liberalism — as wholly destructive of the warrior mentality.

One of the earliest and greatest of enlightenment thinkers, Spinoza, had been Jewish. The enlightenment had brought with it toleration of Jews. It had also spawned capitalism and democracy, both of which were viewed with suspicion by the Nazis. Hitler denounced democracy in Mein Kampf as destructive of the principle of leadership (Führerprinzip): «Does anybody honestly believe that human progress originates in the composite brain of the majority and not in the brain of the individual personality? » [1, p. 134].

Hitler and the Nazis emphasised the importance of «natural leaders». Just as packs of dogs follow the dominant male, so should humans. This policy was applied at every level of the Third Reich, justifying not only Hitler's elevated position as Führer, but also the regional party bosses, the Gauleiters. It influenced Nazi education and economic policies too. There was also a denunciation of what were seen as the misplaced humanitarian values of the enlightenment [3, p. 145]. Like one of the first and most savage critics of the French Revolution, Joseph de Maistre, who had called for brutal punishment as the only solution to human weakness and the anarchy of revolutionary France, the Nazi regime emphasised punishment as the solution to the social crisis of Weimar. «The first comes down» was to be one of the favourite descriptions of Nazi policies on crime [5, p. 213].

Karl Marx had seen the dynamic of history as class conflict. To the Nazis, it was conflict between races. Racial conflict was the engine of progress, and the Jew was the eternal enemy of the Germanic race, whether in the guise as an American capitalist or as a Russian Bolshevik. The concept of class conflict, developed into an all-embracing theory by the Jewish Marx, was seen as a another trick to keep the Germanic race weak and divided. The Nazis claimed to offer a third way, between capitalism and communism, and at the heart of this was the concept of the community, Gemeinschaft [1, p. 156]. It was this that had considerable appeal for many Germans, both before 1933 and afterwards. As one rail worker wrote: «National Socialism, with its promise of a community of blood, an end to all class struggle, attracted me profoundly» [1, p. 158] . It was promoted throughout the Third Reich, but this «community» was a Volksgemeinshafi, a racial community, excluding all racial enemies.

Many have placed National Socialism on the extreme right of the political spectrum. It espoused much that was conservative, particularly in the visual arts. Marxist writers and historians have traditionally seen it as the last attempt of a dying capitalism to defend itself. Walter Ulbricht, a German Communist exile and later head of the East German state, declared the Nazi regime to be «the terroristic dictatorship of the most reactionary, chauvinistic, and imperialist elements of German finance capital» [4, p. 238]. With these views in mind, the Soviet Union and the international Communist community initially welcomed the coming to power of the Nazis as the inevitable first stage of the downfall of German capitalism and the precursor of «red revolution» in Germany. They were clearly wrong. On the other side of the political spectrum, staunch conservatives saw National Socialism as a revolutionary creed akin to Marxism. Ewald von Kleist-Schmenzin, a conservative nationalist, wrote in 1932 that «the Nazis» domestic programme is synonymous with Social Democracy on economic, social and tax policy» [1, p. 78]. The Nazis did claim to be socialists and rejected | liberal individualism in much the same way as Marxists did; and both Nazis and Communists showed an equal lack of respect for human rights. Men like Goebbels appear to have been genuinely radical and even revolutionary in the transformation they wished to see in German society [7, p. 99].

National Socialism was, in fact, on both the left and the right, as its name implies- Its central characteristic, which it shared with Marxism, was a sweeping belief system. It offered certainties in an uncertain world. It claimed to provide answers. Goebbels, Himmler, Rosenberg and above all Hitler were believers, and all the more effective as salesmen for believing in what they pedalled. The Nazi Party also attracted technocrats who were not believers in the same sense — Goering, Albert Speer and Reinhard Heydrich were attracted by the emphasis on action regardless of moral consequence. This combination of fanatics and ruthless managers was likely either to produce a brave new world or to conjure up hell.

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PROTECTION OF THE ENVIRONMENT

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PROTECCIÓN DE MEDIO AMBIENTE

Hoy en día todas las personas se preocupn por el medio ambiente. Ahora la naturaleza no se considera como un tesoro de riquezas inagotables, de donde se puede tomarlas para siempre, sin pensar en su recuperación. En nuestra épocael problema del uso racional de los recursos naturales de la tierra se ve más importante y es necesario mantener las condiciones ambientales favorables. Pero a pesar de que la protección del medio ambiente se ha convertido en uno de los asuntos globales, todavía el hombre y la naturaleza no han entrado en la relación correcta. Los científicos traen de resolver dicho problema. Casi en cualquier país toman medidas para proteger a los animales y plantas que desaparecen, pero los científicos han concluido que es un proceso muy duro.Las investigaciones ecológicas han demostrado que la atmósfera reduce drásticamente a causa de la presencia del dióxido de carbono.

Diferentes fuentes informáticos notan que en muchos lugares del mundo la población sufre de asfixia o del smog o, por ejemplo,en las zonas océanicas se derramaronun líquido peligroso que pueda provocar la muerte de todo lo vivo. Estos eventosno dejan indiferente a nadie ypreocupan a todas las personas.Buscando una resolución, se proponen una cooperación internacional, teniendo en cuenta los intereses de todos los recursos de humanidad. Diferentes recursos naturales, tales como plantas, animales, agua, tierra, minerales – nos dan todo lo necesario para vivir, la energía, materias primas para la industria y así sucesivamente. Usando los recursos naturales, la gente cambia inevitablemente el estado de la naturaleza. Como la tecnologíase desarrolla rápidamente, eso se hace su impacto a la naturaleza y esdeseable que esta influencia seafavorable. Como se sabe, en la naturaleza todo guarda una correlación entre sí. Por ejemplo, un campesino que se dedica a la agricultura, no puede obtener cosechas abundantes sin usarunosherbicidas. Pero ellos pueden provocar daños no sólo al terreno sino a todo el territorio de alrededor incluso la flora y fauna.

Se puede notar muchos ejemplos de la intromisión irrazonable himana en la esfera de la naturaleza. Por lo tanto, es necesario desarrollar y cumplir estrictamente con todas las obligaciones, dirigidas a la reproducción ampliada de los recursos naturales, guardar cuidadosamente la flora u fauna para las generaciones futuras, teniendo en cuenta los intereses de toda la humanidad.

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LOS PROBLEMAS AMBIENTALES GLOBALES Y SUS SOLUCIONES

Toda la humanidad está equivocada en pensar que los recursos naturales son inagotables. Se observa un déficit "planetario" porque usamos un 50% más de lo que la Tierra pueda darnos. Devoramos los recursos naturales de manera terrible. Somos una población considerable que está creciendoy a medida que se va aumentando la calidad de la vida humana, se crean mucho más presiones en bosques, los deforestamos, la pesca se hace latente, estamos contaminando los ríos y lagos.

La humanidad tiene que resolver muchos problemas medioambientales. Por ejemplo, depurar el agua que se usa para el consumo de uso corriente, el industrial y agrícola, el minero entre otros. O reducir la cantidad de materias contaminantes y peligrosas; reducir considerablemente los daños y derechos de productos alimenticios que actualmente se presentan en cantidades enormes (30% de la producción mundial es decir 1.300 millones de toneladas al año, cuando hay en la actualidad 870 millones de personas – víctimas de la hambre); mejorar los terrenos productivos que están "castigados" por la erosión para minimizar los daños a nuevos terrenos agropecuarios. Hay que reducir u optimizar el consumo de la energía eléctrica, usando las instrucciones correspondientes en la educación secundaria, popularizar el desarrollo de tecnologías nuevas que favorezcan a esa disminución. Debemos aplicar tales modos de gestión hídrica que ayuden a economizar los recursos hídricos y aprovechar cualquier ocasión para manejen los lagos y ríos como sistemas complejos vivos con biodiversidad específica que sufren del riesgo de extinción rápida. Guardar la "salud" de los océanos y mares dejando de convertirlos en vacíos y aprovechar cuidadosamente los "tesoros" que nos ofrecen.

Planear y cumplir con las políticas correctas en cuanto al comercio, evitarle disgustos e incomodidades. Hoy hay que disminuir las subvenciones inadecuadas, ahora discutimos el hecho de coordinar las políticas de diferentes países que están buscando un bien común. Es necesario educar a la población, para poder ahorrar los recursos naturales. La educación primaria y secundaria deben servir como base para poder realizar un cambio de pensamientos humanos en las prioridades mundiales. Es una utopía pretender solucionar todos los problemas que cada día se agravan la ecología mundial.

En este momento es indispensable empezar los cambios decididos porque, como "Reyes de la Naturaleza" suponemos, que en nuestra vida los beneficios económicos son mucho más importantes que otros elementos vitales, pero no es así. Hay que empezar inmediatamente porque nos toma tiempo diseñar y realizar un nuevo "sistema de modo de vivir" que pueda aceptarse por todos los países que pueblan nuestro planeta.

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MEDIDAS PARA PROTEGER EL MEDIO AMBIENTE EN ESPAÑA

España es uno de los países europeos que siempre gasta mucho para proteger el medio ambiente. En el norte de España (Asturias) en el puerto de Gijón los científicos pusieron en marcha en el agua un Robot-pez, predestinado para verificar la calidad de las aguas costeras. Eran pruebas iniciales de dicho aparato fuera del laboratorio. Moviendo en el agua a la profundidad diferente, él va a determinar el nivel de la contaminación del medio ambiente y, en el régimen del tiempo real, va a entregar toda la información sobre el estado del agua a los servicios terrestres de la guardia del medio ambiente.

Luc Speller, el consultante técnico del proyecto, declaró que el objetivo del proyecto era la creación del sistema de la observación de las aguas costeras en el régimen del tiempo real. En el caso de echar unos productos químicos o derramar combustibles, lo más importante es reaccionar y parar rápidamente el proceso de la contaminación. El Robot-pez permite descubrir los derrames de las sustancias nocivas, determinar la causa de la contaminación e instantáneamente informar de la situación a la guardia terrestre. Según las explicaciones de Luc Speller, hoy en día el proceso de verificar la calidad de las aguas costeras necesita mucho tiempo – desde tomar las pruebas del agua y hasta recibir el dictamen final de su contaminación puede pasar un mes como menos.

Los autores del proyecto del Robot-pez son unos científicos británicos de la Universidad el Essex. Durante la elaboración del aparato ellos usaron no sólo el aspecto exterior de los peces, sino también la manera de su movimiento. En el cuerpo de la máquina hay captadores distintos, que determinan el nivel de la contaminación del agua con los metales, por ejemplo, el plomo; miden la cantidad del oxígeno en el agua y el nivel de la salinidad. Si es nescesario se puede sustituir los captadores para realizar otras pruebas, por ejemplo, para determinar el nivel de la contaminación del agua con el cobre es posible instalar un captador correspondiente. Toda la información se transmite «online».

En el puerto de Gijón van a organizar las primeras pruebas del Robot-pez para experimentar con las posibilidades técnicas del aparato. Un poco después van a organizar la producción comercial de esta máquina. El coste de un aparato será casi 32 mil de dólares, pero si producir grandes cantidades del aparato su precio se bajará considerablemente. En conclusión hay que notar que a la lucha contra la contaminación del espacio acuático anualmente se gastan 2 mil miliones de dólares. Tales aparatos permitirán ahorrar considerables medios financieros.

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LA GESTIÓN SOSTENIBLE DE LOS RECURSOS HÍDRICOS EN ESPAÑA

En España prestan mucha atención a los recursos hídricos. El crecimiento de diversas actividades económicas creó el problema de la escasez de agua (técnico y el subterráneo) y del empeoramiento de su calidad. Los problemas más serios se observan en las regiones costeras españolas y guardan estrecha relación con la utilización excesiva del agua para las necesidades agrícolas o ganaderas, el urbanismo y la infraestructura turística. El agua, que se utiliza para producir la electricidad y refrigeración, se retorna a sus cursos y puede reutilizarse muchas veces más. Sin embargo, la mayor parte del agua está en demanda consuntiva. Estos factores generan un estrés hídrico y problemas de contaminación del agua.

La cantidad de sustancias tóxicas, que influyen negativamente a la calidad del agua, es alta y ellas proceden de muchas fuentes. El funcionamiento industrial provoca la mayoría de las poluciones de metales pesados, además la agricultura y ganadería – las de pesticidas y nitratos.

En las últimas décadas en España tratan de regular la cantidad de sustancias peligrosas y por eso los especialistas marcan una reducción de las poluciones, pero no considerable. En tales ríos como Tajo, Támesis, Guadalquivir se fija la contaminación por nitratos, fosfatos y la concentración alta de metales pesados. Como hemos indicado ya, la ganadería y agricultura provocan la contaminación difusa de fosfatos. Por ejemplo, desde el año 2000 en tales ríos como el Loira o el Guadalquivir se aumentó su contenido en tres veces. Como en España hay muchas regiones semiáridas donde cultivan plantas agrícolas diferentes, allí se fija el uso masivo del agua para regadio, lo que provoca su escasez y contaminación difusa.

Además, en España la desaparición de fuentes naturales del agua se considera también un problema medioambiental importante. Los especialistas piensan que el futuro de los recursos hídricos en España depende de las medidas guvernamentales que van a implementar. La escasez del agua pueda empeorar considerablemente a causa de las extracciones incontroladas no sólo los terrenos agricultores sino agravar el efecto del cambio climático.

La solución de dicho problema requiere a la redistribución de la utilización ahorrativa y precavida de recursos hídricos para las necesidades no sólo de la sociedad española (agrícolas, urbanas e industriales) sino de toda la humanidad.

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LA PROTECCIÓN DE LOS ESPACIOS NATURALES EN ESPAÑA

La cuestión de las relaciones entre la sociedad y la naturaleza y los recursos naturales es cada vez más importante. Las actividades humanas y sus influencias al medio ambiente en la mayoría de casos no son positivas lo que ocasió una de las amenazas grandes para la naturaleza. Durante los últimos años a través de la concienciación ecológica se intentaron valorar el paisaje no sólo como un recurso sino también como lugar de vida y elemento importante en las relaciones del hombre con la naturaleza. El problema de la protección de los recursos naturales es ahora muy actual en todo el mundo, sobre todo en España. A lo largo del siglo XX tales problemas como la desaparición de especies, perdida de enclaves o paisajes, destrucción de los procesos ecológicos o la extinción de culturas provocaron la declaración de espacios con un sinfin de objetivos. La gerencia estratégica de las actividades ambientales posibilita utilizar más completamente y ampliamente los recursos naturales, desarrollar e introducir tales procesos de la producción que puedan generar desechos escasos y libres de residuos. Este factor permita reducir significativamente o eliminar por completo la contaminación del medio ambiente y proporcionar más profundamente un procesamiento de la materia prima. España estuvo entre los países europeos pioneros en la política de la conservación de la Naturaleza y en declarar los espacios protegidos, junto con Suecia (1900), Rusia (1912) y Suiza (1914). La protección de recursos naturales presupone un conjunto de finalidades que pueden agruparse en cinco categorías:

- Finalidad de protección y conservación del medio biofísico y cultural;
- Finalidad científica y la de investigación;
- Finalidad educativa;
- Finalidad recreativa;

• Finalidad socio-económica.

Todas ellas son muy importantes para España actual. Entre las medidas predestinadas para proteger el medio ambiente se puede nombrar las siguientes:

1) limitar las emisiones en la atmósfera e hidrosfera; 2) crear reservas, santuarios y parques nacionales para preservar los sistemas naturales; 3) limitar la pesca y caza para la conservación de determinadas especies de flora y fauna; 4) restringir la basura; 5) usar logística para la limpieza total de la obstrucción no autorizada en las regiones.

Los recursos naturales y el medio ambiente son el patrimonio de la nación y el Estado está encargado de conservar el bien común con participación de los ciudadanos.

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PROTECCIÓN DEL MEDIO AMBIENTE EN ESPAÑA ACTUAL

En España actual se prestan mucha atención a la protección del medio ambiente porque, según las estadísticas, cada año en este país se acumulan más de 80 millones de toneladas de residuos sólidos industriales, a causa del funcionamiento intenso de diferentes plantas metalúrgicas. Cada día, en los ríos españoles registran toneladas de metales pesados. Por ejemplo, la contaminación con el mercurio se concentra en las áreas de la minería del mercurio, pero ellas son también las zonas de la concentración máxima de población, lo que necesita protegerla de consecuencias graves. Se nota que hoy en día en España la superficie del terreno afectado por las empresas mineras presenta casi 70.000 hectáres.

Para proteger el medio ambiente comenzaron a tomar las medidas efectivas en los años 50 del siglo XX. Crearon más de 2,6 millones de hectáres de bosques, seis parques nacionales con una superficie total de 85.000 hectáres, 36 vedados regionales y 8 territorios reservados nacionales con una superficie total de 1,5 millones de hectáres.

Uno de los temas de prioridad nacional en cuanto a la protección del medio ambiente, es la depuración de recursos hídricos, porque 2/3 del país satisfacen sus necesidades económicas en el agua gracias a los recursos naturales. Por desgracia, en unas regiones se puede notar visualmente el nivel de la contaminación de recursos hídricos, por ejemplo, salta a los ojos el color oscuro de las aguas del Río Tinto en Andalucía debido a cantidades enormes de óxidos de hierro echadas por las plantas vecinas. Desde mediados de los años 70 del siglo XX notaron una contaminación galopante del mar Mediterráneo.

Para luchar contra la contaminación del agua, en España constryeron diferentes plantas que depuraban las aguas residuales. También el Gobierno español aprobó un conjunto de medidas predestinadas para limitar la influencia negativa de la actividad humana en el medio ambiente, a saber unas leyes que controlan la contaminación con desechos industriales y aguas servidas. Sin embargo, la mayoría de las empresas mineras prácticamente está ignorando dichas leyes.

Se sabe que hoy existe tanto una cooperación internacional en cuanto a establecer las normas que protejan los recursos naturales como el control del Estado. No por casualidad, el 5 de Junio España y todo el mundo celebran el Día Mundial del Medio Ambiente .

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ACTIVITÉS DE LA FRANCE SUR LA SCÉNE INTERNATIONALE

La France, comme la plupart des pays développés, poursuit une politique de protection de l'environnement dans les 25 dernières années. Cependant, il a été l'un des premiers pays à établir le 27 Janvier, 1971 Ministère de l'Environnement, dont les activités en étaient de coordonner les efforts d'autres ministères. Auparavant, il y avait des étapes, ce qui démontre l'intérêt de ces problèmes.

Ainsi, en 1960, une loi a été adoptée sur les parcs nationaux, et en 1964 – la loi sur la protection des ressources en eau. La dernière loi, très avancée pour son temps, a établi un mécanisme d'incitation financière sur la base du principe du «pollueur-payeur».

En 1970-1990, la politique française dans le domaine de la protection de l'environnement est concentrée principalement sur le développement des règlements concernés et la création d'institutions spécialisées pour la collecte et l'élimination des déchets (1976), la qualité de l'air (1981) et l'utilisation rationnelle de l'énergie (1982), qui en 1990 ont été combinés avec l'Agence de l'Environnement et de la Maîtrise de l'Energie (ADEME). Après 20 ans, le Parlement a débattu, et le gouvernement à la fin de 1990 a approuvé un plan national pour la protection de l'environnement.

Au cours des dernières années, la protection de l'environnement est devenue un problème urgent qui va au-delà d'un état et d'acquérir parfois des dimensions mondiales. Cette prise de conscience a conduit à la signature de nombreux traités, directives et conventions.

La France est un groupe de plus de 100 européenne et 30 accords internationaux dans ce domaine. En outre, dans de nombreux forums, elle a joué un rôle de premier plan. Ceci s'applique en particulier à l'adoption du 11 Mars 1989 par 24 pays, la Déclaration de La Haye sur la protection de l'atmosphère et à la création en 1990 du Fonds pour l'environnement mondial pour aider les pays les moins avancés. La France a également proposé de déclarer la zone de conservation de l'Antarctique, destinés uniquement à la recherche, et l'interdiction de la chasse commerciale près de l'Antarctique.

Le 16 Juillet 1989 à Paris a eu lieu le 15ème sommet des pays industrialisés, principalement consacré à l'environnement. La France a participé activement à la deuxième Conférence des Nations Unies sur l'environnement tenue à Rio de Janeiro en Juin 1992.

En Janvier et Juin 1994, respectivement, la France a ratifié la Convention sur les changements climatiques et la Convention sur la diversité biologique et à la fin des négociations, qui s'est tenue à Paris en Octobre 1994 et a signé la Convention sur la lutte contre la désertification.

La France a un programme actif pour les énergies renouvelables en Afrique, afin de ralentir le processus de déforestation.

En Mars 1998, à Paris La Conférence internationale sur l'eau et le développement durable a réuni des représentants de 84 pays. Lors des sommets internationaux de Rio de Janeiro (1992), New York (1997) et de Kyoto (1997), la France s'est engagée à mettre en œuvre une politique de développement durable.

Parallèlement à cette politique générale de l'Union européenne elle devient le modèle d'utilisation économique des ressources naturelles, de la protection de la qualité environnementale et de la santé publique. Cela est prévu dans le traité d'Amsterdam, qui met l'accent sur la nécessité de prendre soin pour les générations futures.

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PSYCHOLOGY

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THE PSYCHOLOGICAL STUDY OF POVERTY IN UKRAINE

Ukraine has joined the ten of the poorest countries on the European continent. Every fourth Ukrainian is considered to be the poor in the country. The reasons for this "disease" are not only in the nation economy but also in the psychology of people who are accustomed to be cared by the state.

The economic reforms, taking place in our country for the last ten years, have seriously changed the social structure of our society. The rapid social stratification has occurred; now there are the layers of very rich and very poor people.

The vast majority of people have lost their social protection of the state and faced with the need to adapt to life in the conditions of market instability.

The Doctor of Psychology, Professor, the Head of the Laboratory of mass psychology and societies of the Institute of Social and Political Psychology in Ukraine, Vadim Vasyutinskiy explains that the problem of poverty in Ukraine is mostly connected with psychological problems of Ukrainians, not with political and economic factors. "Poverty is a psychological disease. Psychological poverty is a set of factors such as inactivity, laziness, and dependence, it is necessary to start with this treatment of poverty in the country" he says.

Although the word “poverty” is subjective, researchers identify the certain common criteria and standards of poverty such as: Lack of energy, a special attitude to money, lack of desire to achieve goals, self-doubt, lack of organization, not the ability to make decisions.

In the West, the tradition of sociological study of the problem of poverty is widespread. Back in 1959, the American sociologist Oscar Lewis proposed the term “the culture of poverty”: he considered it as a way of collective life of the poor who lived in their environment, brought up children in their own way, and every generation continued mostly the same lifestyle, recreating that same culture.

We consider this issue is relevant to study in Ukraine and are going to conduct the further research in this area.

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SUBJECT AND STRUCTURE OF PSYCHOLOGICAL SCIENCE

Psychology is the science and the system of knowledge about conformities in low, mechanisms, psychological facts and phenomena in human's life.

According to S.L. Rubenstein, the psychology studies is psyche in regularities of it's development. Platonov, says that the subject of psychology is an essence of psyche as the broadest object, which is set only by it for deep and versatile knowledge of all communications and interactions with all other studied objects. The essence of psyche is understood by psychology as psyche reflection. Psychology is a science about psyche processes, states and properties of the person.

V.A. Ganzen allocates the following branches of psychology as general psychology, psychology of animals, psychophysiology, psychology of group subjects, psychophysics, psychology of development (phylogeny psychology, ontogenesis psychology, anthropogenesis psychology, comparative psychology), psychology of activity (psychology of behavior, psychology of communication, psychology of knowledge), social psychology (historical psychology, psychology of the interpersonal relations, psychology of the personality, psychology of mass communications), psychology of distinctions (psychology of abnormal distinctions), psychology of typological distinctions.

Platonov allocates the following branches of psychology: general psychology, psychology of development, pedagogical psychology, medical psychology, psychology of sports, aviation psychology, space psychology, military psychology, legal psychology, public psychology.

Ananyev divided psychology into the sections of studying:

1) the person as the individual and it's ontogenesis – the general psychology, differential psychology, age psychology, psychophysiology.

2) the personality and it's course of life – the general psychology, differential psychology, comparative psychology, psycholinguistics, psychology of the relations, the psychological doctrine about motivation.

3) the person as the subject of activity – psychology of knowledge, creativity, work, the general psychology and genetic psychology.

Check and Slovak scientists T.Pardel and I.Koshgo divided psychology into:

1) Metapsychological subsystem (philosophical bases, methodology);

2) Fundamental psychological disciplines (experimental psychology, psychophysics, genetic psychology);

3) Specific branches.

In conclusion, it is necessary to point out that psychology is very impartment science, because knowing the psychology it is possible to find an approach to people and to earn their trust, consequently, you are waited by success.

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TYPES OF MENTAL

There are four main types of mentality: brutal, “zombie”, demonic, humane. Also there is one more type, which nowadays has been created by people — against nature.

Brutal type — when people controlled by instincts. It’s an aggressive type. Firstly they satisfy their own instinctual needs.

The mind serves instinctive requirements and tries to adapt intuition for this purpose.

“Zombie” type — is handled by automatism and habits. Person with such mental systems would have difficulties to give up their habits for the sake of something new. All instincts, reflexes, habits and automatism in behavior of the “zombie” in a contact of such person with the corresponding situations. In such situations also it is possible to distinguish real type of mentality of the person.

Demonic type — is ruled by willpower, ability to creativity, can transcend the instincts and habits.

Human type —believes in God. Intuition is at first place for him and only, then the mind and instincts. Considered to be the most correct of all types of mental.

And another type is — against nature, is when a person is influenced by different substances: alcohol, drugs, tobacco. This type is the most wrong. It is only interested in its dependence.

But the types of the psyche system can change during the life.

The type of mentality is defined by education of the person, i.e. not achievement by the person by the beginning of youth of human type is a result of perversity, of culture, of society and the wrong education of parents.
Therefore, being an adult and realizing this fact, the person is capable to pass from any type of a system of mentality to the human.

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UNDERSTANDING AND MEMORIZING OF PICTURES

The focus on memorization may have a different impact on the understanding that we remember. In some cases, it can interfere with the understanding, lead to mechanical memorization. In other cases focus on memorization, especially consciously on the task to remember, gives understanding a positive coloring. Memorizing based on understanding, in all cases, of course is more productive than memorization, which is not based on understanding.

Relevance of this topic is that a meaningful memorization forces a person to search methods and technologies of meaningful memorization which are the basis of logical memory. Logical memory is based on understanding and comprehension as well as on the work of mental operations and processes as a means of remembering . The better a person has developed mental operations, the better they establish associative relations and the more effective methods are choosen for memorizing and playback of information.

The aim of this work is to establish the relationship between the supporting information and memorizing simple schematic drawings and keeping them in memory. This objective is achieved by solving the several interrelated research task: 1) determine the relationship between memory and understanding; 2) to analyze the data for each experiment; 3) analysis of the results.

Methods of research in the first experiment demonstrate the role of understanding picture in facilitating the process of remembering. The subjects were 10 students aged from 18 to 24 years. Each of them was tested individually, and they were divided into two groups at random, the subjects from the first group heard interpretation of all the drawings during the presentation (group 1), the subjects from the second group simply considered ambiguous drawings (Group 2). All subjects were presented 12 series of puzzling drawings, each of them was placed on the card size (12 x 12 cm) and was in front of the eyes of the subjects for 5 seconds. During the presentation of the drawings, the subjects from the first group were given a reasonable explanation by the experimenter while the subjects from the second group were not given any explanation.

The second experiment was focused on checking the direct effects of interpretation that connects the drawings. Each subject was asked to consider attentively 20 pairs of drawings that were presented at the rate of one pair for 6 seconds. The pictures were made on cards size 12 x 12 cm, one picture on a blue card and the other – on a red one. During the presentation of each pair of cards, the subjects from the first group heard interpretation of two cards, which connects two pictures into one story, from the experimenter. The other group did not have such an opportunity. Then experimenter gave any blue card and asked each subject to reproduce the drawing from the red card, which was the pair of the blue one. The average number of correctly reproduced drawings upon presentation of supporting pictures in group 1 (where explanations and interpretations were given) was (70%) and in group 2 (without interpretation) – (45%). In the second experiment, the average number of correctly reproduced pictures upon presentation of supporting figures in the first group was (65%) and in the second group was (40%).

Thus, we can conclude that some understandable things are memorized faster and stronger because their contents are associated with existing knowledge of the past human experience. On the contrary, something unclear or poorly understood always appears in human consciousness as something separate, unrelated with the experience. The unexplainable material does not usually cause interest. Our research has shown that memorization is better if the material elements during the information reproduction are in the same context as during the learning process (the effect of a context). People remember even ridiculous pictures much better if they can put any sense in them. Two experiments confirmed this.

Scientific supervision by Associate Professor V.A. Bykova
Language supervision by Senior Lecture N.O. Chernyak

Наукове видання

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