

These lines show us how abuse by parents and peers can negatively affect a growing person. The reporter shows us the damage power of an offended teenager, by her power she destroyed the school and city, killed the students and citizens. Of course in real life it won't cause so many troubles as Carrie did. But we shouldn't forget about all the numerous violent crimes like murders, steals and some others that were made by offended teenagers. So, in childhood crimes the only people who can be blamed are parents. Their mistreating and abusing their children can influence on them very much, because children learn everything from their parents either it's good or bad.

Conclusion. Based on the context of the book, we can conclude that it is very important for parents not to overdo with guardianship and treat their children in proper way. Some parents take the strictest measures like physical or mental punishment to make them more obedient. Of course, each parent thinks he does the best for his child, but sometimes they can forget that their children are not initiative puppets and even not means for getting rid of anger. It is important to set the right path, but it is even more important to give the child the right to choose. He or she should define for himself what is right and what is wrong. After all, every child is a person.

1. The web's largest resource for definitions and translations [Electronic resource] // Defenitions.net – Mode of access: <https://www.definitions.net/definition/child%20abuse> – Date of access: 12.09.2017.
2. King, Stephen. Carrie [Electronic resource] / Stephen King. –1974. – Mode of access: https://royallib.com/book/King_Stephen/Carrie.html. – Date of access: 04.10.2016.

THEMES OF MYSOGYNY AND GENDER IN THE SHAKESPEARE'S “THE TAMING OF THE SHREW” AND THEIR REFLECTION IN OTHER GENRES

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Gender and misogyny are the key themes in a famous Shakespeare's play “The taming of the Shrew”. Many episodes of abusing a woman are shown to cause a laugh. Moreover, this story became a source of inspiration for the works of the next centuries. For example, a 1980 Italian film ‘Taming of the Scoundrel’ directed by Franco Castellano and Giuseppe Moccia. There's a particularly huge difference on which we'd like to look upon. And what we mean is the fact that the same types of characters that supposed to be identical in this or that way but they are actually not. Why's that so?

The aim of our research is to have a modern look on these two works and to identify how the key themes are moving towards centuries.

Material and methods. The original play “The taming of the Shrew” written by Shakespeare and a 1980 film “Taming of the Scoundrel” were used as

the materials of this work. The methods were the following: the comparative method and the research method.

Findings and their discussion. Let's try to compare the characters of the shrew and the scoundrel. What do they both have in common? It's a bad and violent personality. Katharina and Ilia behave aggressively while their interactions with people. Does Ilia have some particular reasons why he's like that? We do not really know because his background is hidden. It's quite different if we are talking about Katharina. If we analyze her father's attitude towards her, it comes up with an idea that the shrew is so bad-tempered and prone to violence because she doesn't feel loved by her own family. And here is a proof from the original play:

BAPTISTA

Gentlemen, that I may soon make good

What I have said, Bianca, get you in:

And let it not displease thee, good Bianca,

For I will love thee ne'er the less, my girl. [1, p. 45]

What is completely clear according to these words of Baptista is that he loves only his younger daughter because she is more feminine in her character: calm, polite and submissive. More than that, he doesn't care about the other daughter and her feelings. We suppose, that it's because she was not interested in typical for that period various female things like marriage, etiquette, and needlework. She has an active temperament to our point of view. So, if Katharina doesn't get any love, care and respect from her family, just because of being who she is, then how she supposes to respect and love others?

Actually, we also have two characters which try to tame the bad-tempered ones. They are represented by a man in the original play and by a woman in the Italian film. It's noticeable that their way of building relationships with people of rather complicated temperament differ as well.

So, what's the process of the taming of the shrew in Shakespeare's story?

Petruchio forcing Katherine into the traditionally obedient role of a wife.

Katherine's inflexibility and strong will cause her to be denigrated, insulted, and abused throughout the play. And that's the exact aspect which makes Shakespeare's play rather sexist and misogynistic, especially as it showcases Petruchio's abusing Katherine for comedic value.

To be more aware of the situation which is going on in the play we'd like to look at the important quotes in *The Taming of the Shrew* related to the taming itself.

Petruchio:

For I am he born to tame you, Kate,

And bring you from a wild Kate to a Kate

Conformable as other household Kates [1, p. 67].

According to these words of Petruchio, we can see that he never really cared about Katherine's personality by saying that her present state and character are something that shouldn't even exist. Of course, in a woman's nature, because

it's somehow okay for him to abuse a young girl, who is emotionally unstable because of the changes in her everyday life. As we can remember, he takes her from home on the next day after their wedding, so she could not have any connection with the people she knows.

Petruchio:

I will be master of what is mine own.
She is my goods, my chattels; she is my house,
My household stuff, my field, my barn,
My horse, my ox, my ass, my anything [1, p.67].

One more quote related to the same problematic. Petruchio even uses "goods", "stuff" in relation to his new young wife. In this or that way, it reflects the attitude towards women for many centuries.

Petruchio:

Thus have I politicly begun my reign,
And 'tis my hope to end successfully.
My falcon now is sharp and passing empty,
And, till she stoop, she must not be full-gorged,
For then she never looks upon her lure.
Another way I ha man my haggard,
To make her come and know her keeper's call . [1, p.68]

All these three quotes have one thing in common. It's a fact that there is a hidden symbol and not only Katherine but every woman is compared to it and stands for it. The elements from the text such as "bring you from a wild Kate to a household Kate", or even "to make her come and know her keeper's call" give a certain association with an animal.

And now, let's move to the film, where the tamer is a woman. How she tries to deal with the scoundrel? Do we actually see her being abusive on her way to change his tough character? On the contrary, Lisa attempts to do that by being extremely nice to him. For example, on their first dinner she appears to him wearing a sophisticated dress. And by the way, to build up the parallel we can remember the original play, when Petruchio came to their wedding with Katherine wearing neglected clothes.

Next, I'd like to mention the fact that in the film the tamer really cares about the scoundrel's personality in general: his tastes, interests and motives. Moreover, Lisa lets him be impolite and rude towards her. And, as an outcome, she fails most of the attempts to tame the scoundrel. Actually, it leads to a controversial effect and makes viewers ask themselves a question: "Who is the real tamer here?" There is no such effect in Shakespeare's play. In contrast, Petruchio mostly never fails in his attempts to make Katherine obedient. However, it's hard to claim either this difference exists because her methods were not harsh and abusive at all or the purpose is to show that a woman can't be a good tamer. But we can also suggest that these statements are somehow interdependent.

Conclusion Thus, despite of the time passed after Shakespeare's play and gender switch of the main role models, it's possible to claim that the ideas of misogyny and sexism still take their place even after centuries. In other words, a woman just has to be pretty, calm and obedient no matter what role she takes: the shrew or the tamer.

1. Shakespeare, W. The Taming of the Shrew / A. Thompson. - London: King's College, 2017. – 224 p.

CODE SWITCHING IN CORPORATE MEDIA TEXTS

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The number of research activities dedicated to corporate discourse has been increasing over the past decades [1, 2, 3, 4]. Corporate discourse is a set of social practices comprised in a cohesive discourse system [4]. This type of discourse is widely seen as a dominant one. According to Gerlinde Maunter, discourse is central to corporate life, it not only accompanies corporate activity, but often effectively constitutes it [3]. Researcher Sylvia Jaworska admits that it's hardly possible to imagine a corporation without any form of discourse that 'talks' and 'writes' corporations into being [4].

Corporate media discourse is a part of organizational communication that takes place via technical communication channels: corporate press, radio, television, corporate website and others. The list of corporate media is constantly expanding due to the development of modern technologies. Currently, the list is replenished with new formats of Internet communication: blogs, social networks.

One of the reasons for the popularity of Internet communication formats is their ability to reach a wide audience that is not limited to one country or even a continent. Under these conditions, the choice of language is one of the most important factors that can narrow or expand the reach of the target audience.

In an effort to establish contact with a wide audience of foreign customers, Belarusian IT companies publish texts in English on official corporate websites or pages on social networks "LinkedIn" or "Twitter".

In situations of communication with potential or current employees, the choice of Russian, English and Belarusian is not limited to the need to convey the necessary information in a way that is understandable to the target audience (knowledge of English is an important requirement for IT specialists), but performs a wider range of pragmatic functions.

The purpose of this research paper is to describe the most common cases of language alternation in corporate media discourse of Belarusian IT-companies, exemplified by the corporate media texts, published on the «Facebook, and define the pragmatic functions of the language choice in these texts, taking into