

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

account the topics, content and linguistic features of these corporate publications.

Material and methods. The material for the study was the texts posted on the official pages of 50 Belarusian IT companies on the social network Facebook. These texts were selected by continuous sampling.

Findings and their discussion. Belarusian IT companies communicate on the Facebook social network using Russian, English, or Belarusian. The choice of the language depends on the topics and content of publications.

Publications in English are usually dedicated to the achievements of the company, its commercial success, the implementation of major projects, the receipt of awards or top positions in prestigious ratings: <...> *continues to grow and develop.* <...> *On May 27, we opened a new office on the 14th floor. Now the team is located on 4 floors of the Omega Tower business center and is ready for new challenges!* A characteristic feature of the texts in English is the formal style of communication, a concise and businesslike way of presenting facts: *Working on our new project of “Atlantis Hotel 3D Digital Prototype” for AR/Mobile App; Meet us at the Emerge conference tomorrow.*

Publications in Russian contain information about corporate life, events, competitions and job offers: *Видно без всяких линз – сколько счастливых лиц. Спасибо лучшей команде за крутейшую <...> Birthday (It can be seen without any lenses – how many happy faces. Thanks to the best team for the coolest <...> Birthday).*

The manner of presenting information is informal. Communication seems to be friendly and personal. These publications include:

- colloquial words: *Для тех, кто еще не знаком с таким замечательным паттерном как render prop – вот отличная статейка с детальным сравнением с другими реакт паттернами (For those who are not familiar with such a wonderful pattern as render prop – here is an excellent article with a detailed comparison with other react patterns); Хочешь построить карьеру в крутой IT – компании? Это твой шанс! (Do you want to build a career in a cool IT company? This is your chance!);*

- inversions: *Когда помимо творчества технического в тебе просыпаются задатки креативного художника. Да! Это Dev Day! (When in addition to technical creativity, the makings of a creative artist wake up in you. Yes! This is Dev Day!);*

- professional slang: *Наши ребята “Brave Sitecorians” сделали модуль, который интегрируется в сам #Sitecore и позволяет трекать изменение контента в real-time и создавать для этих изменений коммиты (Our guys “Brave Sitecorians” made a module that integrates with #Sitecore itself and allows you to track content changes in real-time and create commits for these changes).*

The Belarusian language is rarely used in corporate media texts. The publications in the Belarusian language touch upon the topics of Belarusian culture and history. The use of this language emphasizes the national nature of

messages, appeal to spiritual, traditional and historical values: *Карпаратыўнае падарожжа ў часе. Прасочылі жыццёвы шлях караля Міндоўга з часу яго выхаду на палітычную арэну да моманту гібелі ад рук змоўшчыкаў. Экскурсія-анімацыя пра заснавальніка Вялікага Княства Літоўскага, першага і апошняга караля Літвы – Міндоўга; (Corporate travel back in time. Followed the life path of the king Mindaugas since he entered the political arena until death by the conspirators hands. Animated tour about the founder of the Grand Duchy of Lithuania, the first and the last king of Lithuania – Mindaugas).*

Conclusion. Switching from English to Russian, or Belarussian in corporate texts, published on “Facebook”, largely depends on topics and content of these publications. Texts in the Russian language are dedicated to the description of the corporate internal life in a friendly and informal manner. The choice of the language and special linguistic means is aimed at minimizing communicative distance and establishing closer relations between a company and its audience. The Belarussian language is used to appeal to national identity, cultural values and build common ground between a company and its audience.

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2. Balmer, J. Corporate Identity and Corporate Communications: Creating a Competitive Advantage / John Balmer, Edmund Gray // Industrial and Commercial Training. – 2006. – № 7. – P. 256–262.
3. Jaworska S. Corporate Discourse / Sylvia Jaworska // Handbook of Discourse Studies. – Cambridge University Press, 2018.
4. Mautner G. Corporate Discourse / Gerlinde Mautner [Electronic resource]: Wiley Online Library. – Mode of access: <https://onlinelibrary.wiley.com/doi/abs/10.1002/9781118611463.wbielsi133>. – Date of access: 11.09.2019.

WAYS OF ENGLISH SLANG FORMATION (ON THE DATA OF SOCIAL NETWORKS)

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The development of computer technologies and the advent of the Internet have made communication more available and intense. Nowadays, slang plays a major role in daily interaction between people, especially in social networks. Therefore, the phenomenon of slang is a relevant field of study for linguistics.

The purpose of the research is to reveal types of English slang according to ways of formation on the data of social networks.