

Maiden Speech: *'I'm so proud to represent the people of Cambridge... Today I can sit on my hands no longer. My decision to become an MP is a recent one... my television showed me the country that was falling apart, my country... I'm sorry but I believe the opposition benchers are wrong to say that we must not touch tax credits'*. In her speech Heidi Allen touches upon an urgent issue and manages to present herself on the side of Shadow cabinet, emphasizing the necessity of reforms (in the present case the strategies of interpretation of information and self-representation have been identified).

Every analyzed political polycode text is also characterized by a set of iconic elements. Although visual materials are rarely used for promoting the presentations by British politicians, they still accompany them with different gestures and colour which serve as markers emphasizing particular elements a speaker wants to pay attention to.

Conclusion. To sum up, it could be stated that modern political polycode texts are the key instrument in implementing different strategies and tactics to interact with the audience. Describing the 'Brexit' situation British politicians realize a great number of communicative strategies in order to achieve the intended target. At the same time fewer strategies and tactics are used when describing minor issues, which do not directly concern British foreign policy. Thus, our study has revealed that political discourse is characterized by manipulative nature for the purpose of conducting propaganda which is carried out with the help of various pragmalinguistic methods.

1. Анисимова, Е.Е. Паралингвистика и текст (к проблеме креолизованных и гибридных текстов) / Е.Е. Анисимова // ВЯ. – 1992. – № 1. – С. 20–25.
2. Паршина, О.Н. Российская политическая речь: теория и практика / О.Н. Паршина. – М.: ЛКИ, 2007. – 232 с.

ENGLISH BORROWINGS IN THE FRENCH LANGUAGE: MAIN SPHERES OF USAGE

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It is worth mentioning that our world is constantly undergoing various changes: new discoveries are taking place, new laws are being adopted, and various programs are being developed. There are changes in every language of the world. There is a need to identify some phenomena or events that appear in the ultimate of these processes.

At the beginning of the XXI century, France began to observe a trend of "tide" of English borrowings in the French language. Undoubtedly, this is due to the expansion of the sphere of international relations, which led to the fact that English has become the language of international communication. Also, one of

the reasons for the dissemination of Anglicism is the presence of the English-speaking population in France.

The purpose of the research – to establish the spheres of usage of English in French.

Material and methods. The material of the research was 64 Anglicisms, selected from the French magazines “VOGUE” [2], “Elle” [1], published in October. During the research, a descriptive method, a solid haul method and elements of a static analysis were used.

Findings and their discussion. The main reason for the appearance of English borrowings in the French language is the so-called “rapprochement of languages”, which is very clearly manifested against the background of vocabulary. In the process of development, languages constantly came, and also continue to come into close contact with each other. Contact refers to the interaction of two or more languages that directly affects the structure of languages. The appearance of borrowings is provoked, first of all, by historical prerequisites, as well as by the relations of the French people with different nations.

Borrowing is a process in a result of which a foreign element, part, and, above all, a word or a full-valued morpheme appears in the language and then becomes fixed. Borrowing is part of a completely foreign language that has been transferred from one language to another using language contacts.

Nowadays it is impossible to find at least one language in which there would be no borrowings from other languages. A fairly developed tendency among modern youth is also observed: to adopt English words, but try to pronounce them in French. Therefore, borrowings can be divided into those that are fully adapted by the language and partly adapted borrowings.

Analysis of the identified material allowed us to highlight the spheres of usage of English in French:

1. “Internet and social networks” (12): *poster, blog, e-mail, message, tweet, internet, chat, repost, followers, shocking!, meeting.*
2. “Appearance” (8): *make-up, lifting, look, baby doll, blond, volume, un effet plus cool, soft.*
3. “Fashion” (7): *fashion, adopte des coloris pop, bijoux üthiques pour un shopping, top, a l’allure rock, folk fashion, casual.*
4. “Cookery” (8): *cheesecake, chips, fish, sandwich, fast-food, whisky, toast, un red velvet cake.*
5. “Sport” (8): *golf, rugby, football, match, tennis, volleyball, jogging, coach.*
6. “Clothing” (7): *uggs, body, jeans, sweetshirt, slip, bikini, frac.*
7. “Transport” (6): *yacht, car, auto, parking, karting, scooter.*
8. “Music” (6): *pop star, jazz, rock-n-roll, fan, show, clip.*
9. “Cinematograph” (2): *horror, dūguisements de stars.*

From the analysis, it can be emphasized that the most widespread in the French language, due to its frequent application on radio, television, as well as in glossy magazines, were words related to the Internet and social networks. The large number of groups concerned with fashion and appearance is explained by the fact that most of the words did not have French equivalents. At the same time, the words of the “Cookery” group are not represented by a very large number of words, however, are also widespread. Most “Sport” group words refer to traditional sports, more common in America and England.

Conclusion. Thus, the following spheres of the usage of Anglicisms in French can be distinguished: “Internet and social networks”, “Cookery”, “Fashion”, “Sport”, “Music”, “Clothing”, “Cinematograph”, “Transport”, “Appearance”. The tide of English borrowing increased significantly at the beginning of the XXI century along with the development of Internet resources, social networks, as well as new technologies.

It is also worth noting that despite all the borrowings that are used in French, it does not lose its uniqueness and continues to remain primarily the language of the Romance group, with all the features inherent in it in the process of active development.

1. Elle [Electronic resource]. – Date of access: <https://www.elle.fr/>. – Access date: 28.10.19.
2. VOGUE [Electronic resource]. – Date of access: <https://www.vogue.fr/>. – Access date: 29.10.19.

TRANSLATION OF COMPOUND WORDS IN R. BRADBURY’S STORIES “451° FAHRENHEIT”, “DANDELION WINE”

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Languages play a huge role in human life. They considered the means of understanding various concepts, such as culture, mentality, traditions. This is how the art and thoughts of people have always been transmitted from generation to generation.

Also, do not forget that the language is multifunctional. We read a lot, develop a lot, learn something new, and then master some skills. Due to the language, people can understand each other, and it also provides the basis for the creation of new forms of literature that are folded in different languages. Equally important, that literature as a whole is not only the art of the word but one of the methods to comprehend the world, humanity, as well as oneself.

Certainly, the leading role in Modern English word formation is played by composition. A characteristic feature of compound words is the ability to express relationships conveyed by a free collocation, as well as the ability to