

DETERMINATION OF THE SOCIAL ROLE OF LANGUAGE, LANGUAGES, LITERATURE, BELARUSIAN FOLKLORE FUNCTIONING IN THE DEVELOPMENT CONTEXT OF EUROPEAN AND WORLD CULTURES

CONTEMPORARY ENGLISH LANGUAGE

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Living in the world where the English language dominates in many spheres means that one should constantly update the knowledge and be aware of all changes occurring in the language. Speaking a foreign language freely requires everyday practicing and consulting official dictionaries to keep up with the times and take into account new language modifications.

The relevance of the topic is associated with inevitable changes in English due to social and technology changes, political and economic developments, sport, fashion, popular music, medicine, psychology, ecology and even different types of crime. It all gave rise to new words that have taken on a new significance. The results of the research may help people be familiar with contemporary English vocabulary.

The aim of the study is to analyze recent changes in the English language.

Material and the methods. To provide you with the updated information we've examined Longman Dictionary of Contemporary English, Cambridge American English Dictionary, numerous of articles on changes in English. Also, I had a chance to ask native speakers about their observation and use of neologisms. The material of the research is formed and classified based on the continuous selection methodology.

Results and their discussion. Language variation and change derive from the fact that its vocabulary is directly related to both production aspect and social activities of people.

Here are some examples of new-formed words and their meanings:

Trendsetter – someone who starts a new fashion or style.

Corridors of power – the higher levels of government where the most important decisions are made.

Bling – expensive, ostentatious clothing and jewelry.

Frankenfood – genetically modified food.

La-la Land – a fanciful state or dream world. Also, Los Angeles.

Whovian – a fan of the British science-fiction television series Doctor Who.

New words can also be formed by combining other two words.

Cyberspace – a word, used to mean the place where electronic messages, information, pictures etc. exist when they are sent from one computer to another.

Multimedia – using a mixture of sound, pictures, film, and writing to give information, especially with computers.

Edutainment – films, television programmed, or computer software that educate and entertain at the same time.

Such words as *downsize* and *outplacement* have gained a new meaning in business sphere.

Example: *Outplacement* – the process of a company helping people to find new jobs after asking them to leave their employment.

Downsize – if a company or organization downsizes its operations, it reduces the number of people it employs in order to reduce costs.

Such combinations are the part of official vocabulary, which can be found in official announcements and publications. For example:

«With a merger, *downsizing* or other organizational change that requires a layoff of employees, the impact on the corporation can be great, especially in terms of public perception, customer reaction, Wall Street response, as well as residual employee morale and productivity» [1, p. 46].

One of English's best assets is its flexibility. You may find absolutely new meanings of words you've learned before.

Buddy – 1) a friend; 2) AmE spoken: used to speak to a man you do not know; 3) someone who offers to look after and become a friend to a person who has AIDS.

Eternity – 1) either an infinite or an indeterminately long period of time; 2) the last two minutes of a football game.

Feed – 1) to give someone food, or the food that you give another person or animal; 2) a place where everyone you've ever met posts pictures of their lunches, their babies, and their engagement rings.

Tag – 1) something you put on a gift to show who it is going to; 2) naming names, when it comes to who's who in a photograph of an event identity forever and ever.

Viral – 1) a negative condition when an infectious disease can travel posted online to Facebook, so that person becomes attached to that visual

from one host to another; 2) a positive condition when a video, story, meme, or gif travels from one person on a computer to another.

Particular attention should be devoted to the speech of the youth of today. Their speech acquires more and more words with new meanings. Lexicographers call this phenomenon slang [3].

We examined English slang by reading books on the subject and asking native speakers and chose relatively new expressions used by young people:

Conk – a blow to the head or nose.

Corker – someone or something that/who is outstanding. A standout.

Doofer – an unnamed object.

Fence – a person who deals in stolen property.

Hard Cheese – an expression of bad luck.

Queer someone's pitch – to spoil someone's efforts.

Skive – feigning illness to get out of going to work or school.

Skint – without money, broke, bankrupt.

Spawny – lucky.

Conclusion. The English language is changing and acquiring many new words each day. The language changes are connected with social and technology changes, political and economic developments, sport, fashion, popular music, medicine, psychology, ecology etc. Appearing of new words makes English flexible as well as old words acquiring new meanings.

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THE LANGUAGE OF THE NAMES OF CATERING ESTABLISHMENTS IN QUEBEC AND THE REPUBLIC OF BELARUS

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In fact, it has been estimated that more than half of the world's population is bilingual, that is uses two or more languages in everyday life. Bilingualism is found in all parts of the world, at all levels of society, in all age groups.

The relevance of this research is based on need to study the nature of bilingualism as in bilingual communities the fact that different people speak different languages corresponds to a division in different communicative networks. Thus, this paper may help to foresee the tendency of bilingualism by investigating Belarusian and Quebec onomastic space i.e. names of catering establishments in Belarus and Quebec in order to reduce the potential for conflicts based on linguistic separation.