

The next feature of the 'creative' type of the interview is the usage of various evaluative means of expression, including adjectives in different degrees of comparison: "*You have said that family is **the most important thing in the world***".

This interview is also characterized by the great structural diversity and proportion of direct, special and general questions, along with such questions as replica stimuli and denial questions: ***Aren't you going to leave the stage? - No, I'm not. Are they from the USA? - Yes, they are. Had you got a practice at school scene? - No, I hadn't. Did you have to work a lot? - Yes, I had to work a lot.***

Conclusion: In modern journalism the interview acts as one of the most prevalent genres in mass communication. With the help of the interview, a famous person can tell the addressee about himself/herself, his/her inner world, convey his/her thoughts, mood, allowing the reader to get to know him/her better. This genre has a number of linguistic features which differentiate it from other genres of journalism (intensifiers, double negation, anadiplosis, semantic redundancy, degrees of comparison). These features concentrate on different language levels and affect the structure of the text, its morphology, syntax and vocabulary.

1. Johnny Depp – Interview Magazine [Electronic resource]. – Access mode: <https://www.interviewmagazine.com/film/johnny-depp>. – Access date: 24.02.20.
2. Donald Trump's Interview With TIME on 2020 [Electronic resource]. – Access mode: <https://time.com/5611476/donald-trump-transcript-time-interview>. – Access date: 24.02.20.

THEMATIC CLASSIFICATION OF ENGLISH SLANG FOUND IN SOCIAL NETWORKS

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The dynamic development of the modern world has a direct impact on the development of the language. As a key phenomenon of the modern language, slang responds to the changes reflecting the culture and state of society. Due to expressiveness and innovativeness of slang vocabulary, slang takes communication to a new level and becomes an integral part of social life. This proposition can be proved by observing social networks that illustrate the variety and pervasiveness of slang in everyday communication. Therefore, slang represents a prominent object of linguistic studies.

The purpose of the research is to develop a thematic classification of English slang found in social networks.

Material and methods. The research material was collected from Twitter, Facebook and Instagram accounts. The analysis of slang meaning is conducted by consulting online slang dictionaries.

Findings and their discussion. As a means of everyday communication, slang reflects different fragments of reality and conveys views, feelings and attitudes of language users. The usage of slang by different people in different situations results in existing various thematic slang groups. As a result of the study of social networks, 300 slang units were selected. According to our research, the following thematic groups were identified: "Appearance", "Character", "Intelligence", "Interpersonal relationship", "Types of people", "Recreation, leisure, humour", "Popularity, success, respect", "Feelings, states, behavior", "Animals", "Specifics of social networks".

The thematic group "Interpersonal relationship" (24,6% of the vocabulary) includes several subgroups: slang denoting conflicts (*to cancel* – 'to dismiss or reject somebody' [1], *to burn* – 'to insult' [1], *to throw shade* – 'to disrespect or ridicule someone' [2]), slang referring to friendship (*homie* – 'a close friend' [2], *squad* – 'one's group of friends' [2], *dawg* – 'a close male friend' [1]), slang describing romantic relationship (*to curve* – 'to reject somebody romantically' [1], *crush* – 'a feeling of love and admiration for someone' [2], *self-partnered* – 'being single' [1]), slang denoting reactions and attitude to the subject of speech (*ditto* – 'the same' [1], *mood* – 'is used to express that something is relatable' [1], *dank* – 'describes something of high quality' [2], *gritty* – 'describes creative content that is realistic and raw' [1], *wig* – 'the reaction to something shocking, unbelievable' [1]).

Slang units of the "Specifics of social networks" thematic group (16,6%) describe phenomena and features peculiar to social networks: *mufo* – 'mutual follower' [1], *double tap* – 'to like a picture on Instagram' [1], *influencer* – 'a person who is so highly followed that they can influence people's opinions, fashion or shopping decisions' [2], *vaguebooking* – 'practice of making a post on social media that is intentionally vague but highly personal and emotional, which is designed to elicit concerned responses' [2].

The thematic group "Feelings, states, behavior" (13,3%) includes slang words describing various feelings (*sadcited* – 'being sad and excited at the same time' [1], *aggy* – 'being angry or annoyed' [1], *gassed* – 'excited or happy' [2]); state of being drunk (*threwed*, *wasted*, *turnt*, *rekt*); person's behavior (*adulting* – 'to grow up and act responsible' [2], *to flash on* – 'to lose control' [1], *to loaf* – 'to do nothing productive' [2]).

The thematic group "Recreation, leisure, humour" (11,6%) contains many slang verbs with the meaning of 'to relax': *to chill*, *to decompress*, *to unwind*, *to vegitate*, *to lamp*; slang words describing parties (*Kiki* – 'a party including good music and good friends, held for the express purpose of calming nerves, reducing anxiety

and stress' [1], *a blowout* – 'a big party' [1], *session* – 'a party where people consume large quantities of alcohol with the intention of getting drunk' [2]); slang describing music (*jam* – 'one's favourite song' [1]; *bop, banger* – 'a good song' [1]); slang referring to fun and humour (*so done* – 'means that something is funny and is used after a good laugh or seeing something ridiculous' [2], *crine* – 'means crying from laughing' [1], *dead* – 'a reaction to someone or something being funny' [1]).

Slang words included in the thematic group "Appearance" (10%) are divided into slang that directly describes appearance (*swole* – 'being in a good shape', *popping* – 'beautiful' [1], *slamming* – 'looking great and amazing' [1], *on point, on fleek* – 'excellent, perfect' [1]) and slang referring to fashion and style (*snatched* – 'fashionable' [2], *fly* – 'cool, in style' [1], *fierce* – 'eye-catching and fashionable' [1], *drip* – 'a good and fashionable outfit' [2]).

The thematic group "Character" (8,6%) includes slang units describing different personal traits: *sassy* – 'lively, smart, energetic and talkative person' [1], *beast* – 'an extremely talented person that always displays great determination, dedication, and resilience to everything he does' [2], *feckless* – 'ineffective, incompetent, lazy person that has no sense of responsibility' [1], *basic* – 'unoriginal person interested in popular and mainstream things' [1].

Slang words referring to the thematic group "Intelligence" (6,6%) characterize, mostly negatively, the level of mental development of a person: *plonker* – 'a stupid person' [2], *sped* – 'a retard' [1], *doofus* – 'a foolish, incompetent person, who often thinks he is smarter than everyone else' [1], *derf* – 'an unintelligent person' [2].

Slang words of the "Types of people" (5,6%) thematic group describe different stereotypical images of people: *snowflake* – 'a very sensitive person who is easily hurt or offended by the statements or actions of others' [1], *soy boy* – 'a male who completely lacks all necessary masculine qualities' [1], *prepper* – 'someone who actively prepares for worst-case scenarios' [2].

In the thematic group of "Popularity, success, respect" (3,3%) can be found such slang words as *trill* – 'someone who is considered to be well respected' [1], *juice* – 'to have authority and influence' [2], *clout* – 'being famous and having power' [1], *sliving* – 'being glamorously successful, self-empowered and fulfilled' [1].

The thematic group "Animals" (2,3%) includes slang words describing pets and their actions: *chonky* – 'an affectionate way of referring to animals that are slightly overweight' [1], *doggo and pupper* – 'affectionate terms for dog and puppy' [2], *ded* – 'a playful way to describe a sleeping pet' [1].

Conclusion. Slang is a very prominent phenomenon of the language that becomes an integral part of social life. In daily communication in social networks it's used to describe various spheres of human life: description of the person (appearance, character, intelligence, types of people); feelings, states and behavior; relationships between people; leisure, humour; animals. Additionally, there is a special group of slang vocabulary that describes features peculiar to social networks. The ongoing research has shown that the largest thematic group is "Interpersonal relationship", thus indicating the significance of this sphere of human life.

1. Urban Dictionary [Electronic resource] / ed. A. Peckham. – California, 1999–2020. – Mode of access: <https://www.urbandictionary.com>. – Date of access: 25.02.2020.

2. The Online Slang Dictionary [Electronic resource] / ed. W. Rader. – 1996–2020. – Mode of access: <http://onlineslangdictionary.com>. – Date of access: 25.02.2020.

SYNTACTIC MEANS OF PERSUASION IN BELARUSIAN AND BRITISH TOURISM SLOGANS

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Currently the tourism industry is experiencing a period of rapid growth: more and more travel companies and tour operators are appearing, tourist offers are being updated, covering more and more countries and corners of the globe, and, consequently, the level of tourism services is increasing. Such a dynamic development of the industry is ensured by the improvement of methods and means of promoting a tourism product. In the tourism sector, a huge number of different cultures are concentrated. Tourism advertising is one of the most common and influential types of advertising activity [1, p. 121]. The growing interest in tourism slogans is explained by the development of the tourism industry, as well as the process of globalization, as a result of which people have more opportunities to travel, countries seek to simplify the visa regime, ameliorate various types of transport, and improve living standards.

The aim of our research is to identify the prevailing syntactic means used in British and Belarusian tourism slogans and make comparative analysis of them.

Material and methods. The research material comprises 200 tourism slogans hosted on British and Belarusian web-sites [2], [3] for 2019 – 2020. Research methods include the method of observation and analysis, descriptive and comparative analysis, the method of interpretation.

Findings and their discussion. Most modern scholars agree on the following definition of *slogan*: a clear and concise formulation of an advertising idea that is easy to understand and remember. Its goal is to create a