

contradictory and paradoxical, but indicating the independence of students and their active life position of judgment; 4) each participant of communication remains the focus of attention of all others; 5) relationship is built on empathy and understanding of the point of view of others. With such an organization of the educational process, the barriers that reduce motivation of learning disappear and the participants of communication feel safe from criticism for mistakes.

Conclusion. Thus, together with all the above factors, the case-methods prepare students for real intercultural communication, providing a practical opportunity to use a foreign language in situations as close as possible to natural.

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THE COMPARATIVE ANALYSIS OF LINGUISTIC CHARACTERISTICS OF SHOP NAMES IN EDINBURGH (SCOTLAND) AND ORSHA (BELARUS)

A. Kutkovich

VSU named after P.M. Masherov, Vitebsk, Belarus

Chances of finding and understanding similarities and differences between different cultures are bigger nowadays due to globalization. Communication and transportation technologies have allowed people to experience new cultural, economic and social realities.

Language has been one of the most important means in this process. Through language we discover new possibilities and open new doors to enrich our inner world. Also through language we figure out the world around us. We understand the places which we find in our neighborhood. These places provide us with services and access products. These can be luxury brands, high street stores, attractive boutiques, names of products, menus, shopping centers, airports, bus stops, different magazines and newspapers.

It goes without saying that present-day businesses cannot star on a national or international stage without strong original brands. We can't imagine streets of the city without eye-catching shop signs. Some shop names like "Celtic Jewellery and Gemstones" and "Кристалл" can easily tell us what the shop sells, while others like "Fudge House" and "Лазурит" just give us associations.

We have decided to study shop names through the example of Orsha and Edinburgh because Orsha is my native town and shopping in Edinburgh is a fantastic experience catering to all tastes, styles and budgets. There are lots of

designer stores from all over the world, including Louis Vuitton, Armani, Calvin Klein, Burberry and Hugo Boss.

The aim of the research is to find out the most commonly used shop signs in Edinburgh and Orsha and characterize them according to the main linguistic features.

Material and methods. While studying shop names as part of marketing and linguistic landscape in Edinburgh and Orsha we used the following methods: comparative analysis, generalization and classification.

Findings and their discussion. Names of shops attract people's attention. They have an important marketing effect. Any naming decision for a shop requires active involvement of sociolinguistic factors and marketing principles suitable to be used in that particular context. It gives a hint of what kind of shop it is, and the products that may be found there. They persuade customers to buy the products or services available at the stores displaying these signs. Sometimes the names of shops have catchy slogans which influence people. Such slogans as "Sale! All -50%" or "If you buy two things, the third is given as a present" attract customers and make them drop into the shop and buy products.

When people create naming units they use their native language to associate products or services with the corresponding shops. But sometimes it happens quite the opposite, they can easily be written in another language that is not used or fully understood by the audience. Here are some examples of Edinburgh shops: "Sisters" (ladies' wear), "Love it!" (ladies' wear), "The Tappit Hen" (jewellery shop) and Orsha shops: "Пятачок" (grocery store), "Буслік" (clothes for kids), "Ганна" (grocery store).

Likewise we pay attention to the fact that some names of shops reflect products they sell: "Fashion Products" (ladies' wear), "The Food & Flea Market" (grocery store), "Celtic Jewellery and Gemstones" (jewellery shop), "Вкус моды" (clothes), "БеларускіЛён" (drapery), "Кристалл" (jewellery shop).

In our research we focus our attention on characteristics of a shop name both in English and Russian context:

- 1) include acronyms;
- 2) use of unilingual and bi- or multilingual shop signs;
- 3) styles include hybrid forms and minimised forms.

The analysis enables us to assume that a wide range of methods in creating shop names is used:

1. Simple names of shops include one word which can be a noun or a pronoun: they are "ТВОЕ", "Milavitsa", "Сапфир", "ЛЮЛА", "Родник", "Соседи" in Orsha and "Epitome", "Bonmarche", "Dimensions", "Aquila" in Edinburgh.

2. Compound names of shops are represented by two or more word constructions. We can focus on such shops names as "Corniche Ladies&Mens", "Runway Boutique", "The Edinburgh Wollen Mill", "River Island", "Perth Farmers' Market", "Royal Mile Whiskies" in Edinburgh and "Золотая мечта", "Вкус моды", "Эго-Арт", "Хорс Моторс", "Оранжевый жираф" in Orsha.

3. Shop names named after a person. We have turned our attention to “Dorothy Jack’s Ladies Wear”, “Anne-Marie’s”, “Victoria Beckham”, “Miss Katie Cupcake”, “W. Armstrong & Son” in Edinburgh and “У Виталика”, “Анастасия”, “Алеся”, “Белоснежка” in Orsha.

4. Shop names may have unusual or untypical spelling to make it more visible and attract people’s attention with its uniqueness and originality. A big number of names are written in capital letters, the examples are “ТВОЕ”, “BELWEST”, “ИБАСИ”, “ЛЮЛА”, “МЕГАТОП”, “ЗИКО”.

5. Shop names use other languages. This tendency is very popular in Orsha. It means that languages are no longer belonging to the domains of nationalism and culture. We have got through the interrogation among owners of shops about why they use other languages. They said that it is more popular nowadays and it attracts people from other countries: “Marko”, “Mark Formelle”, “Kari”, “VESHALKA”, “CELEBRITI” and others.

6. Shop names include a numeral and a noun: “5 элемент”, “12 месяцев”, “8 марта”.

Conclusion. The analysis reveals the following similarities:

- unusual spelling doesn’t occur very often in shop names in both cities;
- the number of artificially created shop names is practically equal in both cities;
- there are some shops that are named after people but the number of them is relatively small;

Shop names in Edinburgh and Orsha have the following differences:

- names of shops in Orsha are simple nouns, word combinations are also used but two or three-word constructions are more typical of Edinburgh;
- shop names comprising a numeral and a noun are likely to be seen in Orsha but not in Edinburgh.
- capital letters are used in shop names of Orsha only.
- English is the predominant language of the shop signs in Edinburgh. In Edinburgh we didn’t spot any shop names that are written in other languages. Russian prevails in Orsha. But the research also shows that English is the preferable language after the national language. In Orsha shops are named in 3 different languages (Russian, English and Belarusian). As a result shop owners choose a certain language for their names of shops for certain profitable reasons.

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