

агульнаўжывальнай лексікай: “Витебский государственный медицинский институт образован Постановлением Совета народных комиссаров БССР 1 ноября 1934 года как больница-медвуз с общим контингентом на всех курсах 250 человек”. Наяўнасць моўных штампаў зніжае эфектыўнасць успрымання названага тэксту: “вступает в строй”, “внедрена система контроля”. Артыкул дапоўнены факт-лістом, што ўтрымлівае звесткі аб структуры ўніверсітэта, яго рэктарах і знакамітых выпускніках. Фарміраваць станоўчы імідж ВНУ дапамагаюць візуальныя складнікі сайтаў. PR-матэрыялы прадстаўляюцца ў фірменнай каляровай гаме з выкарыстаннем лагатыпу навучальнай установы. Гэта дазваляе адрозніваць пэўную ВНУ ад іншых.

**Заклучэнне.** Такім чынам, інтэрнэт-прысутнасць – адзін з паказчыкаў інавацыйнасці ВНУ, найбольш перспектыўны шлях фарміравання станоўчых адносін да навучальнай установы, пераконвання мэтавай аўдыторыі ў яе надзейнасці, стабільнасці і іншых станоўчых характарыстыках. Павысіць эфектыўнасць гэтай работы можна, больш шырока выкарыстоўваючы вобразна-выяўленчыя моўныя сродкі: эпітэты, метафары, увасабленні, параўнанні, а таксама клічныя, пабуджальныя сказы і г.д. У якасці рэкамендацыі можна прапанаваць распрацоўшчыкам сайтаў дапоўніць іх структуру так званымі “пакоямі для прэсы” (у зарубежных кампаніях такія старонкі носяць назву «press room» або «news room»). Інфармацыйны блок для журналістаў можа ўтрымліваць ePR-тэксты, у прыватнасці, прэс-рэлізы, анонсы цікавых мерапрыемстваў, інфармацыю аб дасягненнях выкладчыкаў і студэнтаў. Такім чынам фарміруецца пажаданая для PR-суб’екта інфармацыйная прастора, СМІ публікуюць PR-матэрыялы на аснове звестак з сайта і, у сваю чаргу, прапагандуюць вэб-пляцоўку.

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## SOURCES AND TYPES OF HOMONYMS IN THE ENGLISH LANGUAGE

*Drachicova Natallia,*

*4<sup>th</sup> year student of VSU named after P.M. Masherov, Vitebsk, Belarus*

*Academic supervisor – Senkova O., senior lecturer*

Homonymy is a language phenomenon representing the coincidence of spelling or sound of language units with different semantic meanings.

Learning homonymy is especially important for understanding a foreign language so as different grammatical forms may have the same sounding and writing. This is usually ignored in the native language. Also, the knowledge of homonyms is simply necessary for the practice of the English language, where its number is much higher than in Russian. The aim of the work is to analyse different sources of homonyms and compare their types.

**Material and Methods.** The material for the research is the “Dictionary of homonyms” by Malakhovsiy L. V. Methods of research are theoretical and empirical.

**Results and their discussion.** The word homonym itself comes from the merger of two Greek words: «homos» (the same) and «onyma» (the name). The problem of homonymy and its semantics attract the attention of researchers for a long time. The sources of homonyms in different languages are quite numerous.

One of the sources of homonyms is phonetic changes that words undergo during their historical development. As a result two or more words, that were previously pronounced in a different way, can turn into identical sound forms and then become homonyms.

In old English the verb “to write” had the form “written”, the adjective “right” existed in the form “reht” or “riht”. The noun “work” and the verb “to work” also had various forms in old English: “wyrkean” and “weork” respectively.

Borrowing is another source of homonyms. At the final stage of its phonetic adaptation, a loanword may duplicate the form of the native word or another borrowing [1]. For example, in the group of homonyms "rite", n. – "to write", v. – "right", adj. the second and the third words are of native origin, while "rite" is a Latin loanword (Lat. «Ritus»). In the next homonymous pair of words "piece", n – "peace", n., the first word comes from old French "pais", and the second one comes from "pettia". The "bank", n. as a part of a river is a native English word, but the "bank", n. as a financial institution is an Italian loanword.

Word formation also makes a significant contribution to the development of homonymy. The most important type in this regard is undoubtedly the conversion. There is a great number of words such as "comb", n – "to comb", v. in a dictionary. Homonyms of the type, that are identical in sound and spelling but belong to different categories of parts of speech, are called lexical and grammatical homonyms.

The abbreviation is one more type of word formation that increases the number of homonyms in the language. For example, the word "fan", n. in the sense of an enthusiastic man who admires someone or something is a reduction of word "fanatic". Its homonym is a Latin borrowing "fan", n. that means a tool for easy swinging to produce a cool airflow.

Polysemy. Two or more homonyms may appear from the meanings of the same word when the semantic structure of a word falls into several parts for some reason. This type of formation of homonyms is called the split polysemy.

For example, the word "money", which has such meanings in the English language as:

- 1) Something that a man earns by working or selling things;
- 2) coins or paper banknotes;
- 3) man's wealth, including his property;
- 4) a certain amount of money.

There is a classification of homonyms by the degree and variants of coincidence in spelling, sound, origin, and lexical meaning. In accordance with the form of homonyms in the English language, they are divided into homophones, homographs, and absolute homonyms.

Homophones, as their name implies, have the same sound form and differ not only semantically, but also graphically (grammatical homonyms).

For example:

- piece [pi:s], n. – peace [pi:s], n;
- sea [si:], n. – see [si:], v.

Homographs are words that are graphically identical but are read differently (partial homonyms).

For example:

- To bow [bau], v. – bow [bou], n;
- to lead [li:d], v. - lead [led], v. ( Past Simple) [1].

Absolute homonyms have a common sound and graphic form. The difference can be seen in the semantic aspect and often in the complexity of the part of speech.

For example:

- Sound [saund], adj. – sound [saund], n.

There is also a separate group of words-paronyms in grammar that have similar, but not completely identical pronunciation.

For example:

- Desert ['dezət], n. – dessert [di'zə:t], n.

Homonymy in English can apply not only to words and word forms but also to other units of the language. For example, morphemes: (-s: 3rd person Sg, Present Indefinite form of a verb/Pl of a noun/Possessive marker; - er: Noun suffix/ Comparison form of Adjective suffix).

**Conclusion.** Thus, having the ability to translate interlingual homonyms in various ways, one can face the problem of choosing the way to translate a homonymous pair. That is why the topic of homonyms covers a large number of peculiarities that are always relevant for the study.

1. Malakhovskiy, L. V Словарь английских омонимов и омоформ / L. Malakhovskiy. – Moscow: Russkiy Yazyk, 1995. – 624 p.