(surname) < Nedved (village of Klimovichsky district, Mogilev region), *Poplavsky* (surname) < Poplavy (village of Mogilev region), *Rogachev* (surname) < Rogachev (city in Gomel region), as well as Gurchinsky, Podberetsky, etc.Ottoponymous units in our research are 12 (7%).

During the analysis, the following surnames were identified, which are carried by two or more people: Volkov (3), Borovtsov (2), Kovalevsky (2), Kozlovsky (2), Petrov (2). It is interesting that on the territory of the Vitebsk region "the surname Volkov belongs to those that have the greatest number of surname bearers" [1, p. 120]. At the Faculty of Humanities and Language Communications, this surname also has the largest number of surname bearers.

Conclusion. Thus, among the analyzed 180 surnames in the core of the semantic field "Surnames of Belarusian students of the Faculty of Humanities and Linguistic Communications of Vitebsk State University named after P.M. Masherov" includes 123 surnames (68% of all collected), in the near-core zone – 45 (25%), in the periphery – 12 (7%). As you can see, the composition and structure of the semantic field "Surnames of Belarusian students of the Faculty of Humanities and Language Communications of Vitebsk State University named after P.M. Masherov" corresponds to the composition and structure of the semantic fields "Surnames of the inhabitants of Belarus", "Surnames of the inhabitants of Vitebsk region". The difference appears only in the number of components that make up the fields. In all three fields, the majority are components of the nucleus, in second place in terms of quantity are units of the pericorezone, the periphery includes the smallest number of components.

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SEMANTIC MODELLING TROUBLESHOOTS FOLK ETYMOLOGY AND WORD CORRUPTION

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Historical research of lexis can greatly contribute to the extensive study of word meaning, analogies, patterns of derivation and give an account for a variety of issues aroused in synchronic linguistic studies. Providing the derivational models possess ultimate productivity capacity, then the semantics of

the lexeme would enable us to foresee a semantic derivation paradigm which would be the same for a thematic class or subclass [1].

The purpose of the article is to discuss the forecasting and system force of derivational models illustrated with folk etymology and random semantic shifts. Retrospective diachronic approach adds **relevance** to the study.

Material and methods. The study of English substantive lexemes with a quantitative meaning was conducted diachronically to identify and single out top derivational models. The method of continuous sampling was used to select lexemes with an integral seme denoting vague and fuzzy number. The lexemes underwent thoroughly analysis with the help of definitions, component, and corpus analysis.

Findings and their discussion. One of the most productive derivational models is the model of semantic shifts, which is contingent on etymology and internal form and occurs by analogy. For example, when for some reason the society has lost the touch with the etymology of a word, this can result in *folk etymology*, i.e. the convergence of word meanings with others related somehow, us. due to the similarity of meanings, forms or various associations [2].

Folk etymology can be detected only in exceptional cases. It affects exotic words, technical terms, cognates or borrowings, loan words which are for some reason incomprehensible for speakers. No surprise that the workings of such etymological process turn out to be "the same for different cultures" [3]. Cases of active usage of folk etymology in language are few. It is assumed that a word to some extent is able to restore its lost, faded or almost extinct meaning by analogy due to its internal form and models of semantic derivation. Word evolution by analogy is considered rational, justified, while folk etymology has irrational beginnings and "acts at random" [3].

In the history of English, there were cases when due to folk etymology the word "lost" its connection with its internal form, but over time it "leveled up" its evolution by analogy, i.e. models of semantic derivation.

For instance, let us consider the semantic changes of the English lexeme *tempest*. The lexeme *tempest* is a cognate of the Latin lexeme *tempestās* [4], so the assumption was that the lexeme would start evolving by analogy and follow the pattern typical of lexemes denoting air movements, like in the semantic derivational model : 'wind, thunderstorm → sudden gusts → riots → a number or mass of people (disap.)'.

However, the lexeme *tempest* possesses the following derivation model impacted by folk etymology 'stormy wind, gust → sudden movement→ period of time → storm → disturbed crowd (disap.)' [4].

The semantics of the English lexeme *tempest* comprises the seme 'wind, air masses' and the extra semes 'downpour, downfall' and 'thunderstorm', attested in 13 c. The lexeme develops a new meaning, i.e. 'violent commotion, tumult' just during the next century [4]. As a result of folk etymology and its similarity to the Latin word *tempus* 'time', the semantics of the lexeme takes on

a new meaning 'time, period', but this meaning soon becomes irrelevant, outdated, and no further development would proceed. Gradually, the semantics of the word "aligns" and starts evolving according to the foreseen and desired model. Thus, the lexeme denotes such a phenomenon as *thunder-storm,* attested in 16 c., which testifies the return to the etymological roots of the donor language, and the next century witnesses the metaphor as a mechanism enabling a quantitative nomination of a number of people with a negative meaning. i.e. 'a confused throng; tearing crowd' [4].

Conclusion. Thus, in case native speakers and the whole society does not approve of folk etymology with the time, then the semantics of lexeme tends to evolve according to the derivational model moulded by its internal form, its etymology and certain attributes of a lexical-thematic group it belong to. It is noteworthy that such a semantic derivational modelling is capable not only to determine the semantic evolution of words but also its further functional properties and compatibility as if programmed by a system [5, 6].

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ENGLISH WORDS IN MODERN FRENCH ADVERTISING SLOGANS

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This article is devoted to the study and analysis of the vocabulary of modern advertising slogans in French magazines to identify borrowings from the English language in them. The advertising text is an extensive, constantly changing basis for the development and replenishment of the vocabulary of the language. The influence of advertising affects not only the sphere of trade and the market economy, the political and cultural life of society, but the use of language and, indirectly, the development of its system as well. People consume