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ТЕРМИНОЛОГИЯ КИНОПРОИЗВОДСТВА: МЕЖКУЛЬТУРНЫЕ КОНТАКТЫ

Лексические заимствования являются одним из наиболее характерных лингвистических явлений в области межкультурной коммуникации. Глобализация практически всех аспектов профессионального общения создает возможность перехода терминов в единицы повседневного языкового общения, а также создает условия для расширения или сужения значения профессионализмов. Терминология кинобизнеса является одним из ярких примеров этого процесса.

Nowadays Hollywood or Dreamworks, how it's often called is the synonym of the most prosperous and authority place of movie production. It's the place where dreams come true, where everything is possible. It's a paradise and a hell in the same time, because of its dolce vita life and difficulties, which sometimes ruin people's lives. The influence of Hollywood's life on people's conscience is very hard to overestimate. The myth of success generated by Dreamworks is going to possess thousands of minds until movie industry exists. In my review I'm going to study a little bit only one of Hollywood's phenomena gifted to the world. I'm talking about the terms, which became the part of at least every language.

- We have to thank Hollywood for such a word as **Superstar**.
- Hollywood gave to the world of showbiz the term **producer**.
- The use of the word **performance**
- The meaning of the term **trash**.
- The spread of the word **action**
- At last, **Hollywood smile**

These are only the most spread and popular words used by everyone in showbusiness almost every day. Besides I predict some Hollywood's words to be also used in the sphere of Russian showbiz, especially it concerns the people writing movie scripts. The following words should be learnt:

- **Pitching**
- **Log line**

So, it's evident that Hollywood's language expansion is not going to stop, whether we want it or not. That is why Hollywood's phenomenon should be studied and discussed from the linguistic point of view.

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