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И.С.Черноглазова, О.А.Кальченко (2 курс, каф. ТО), А.А.Любош, ст. преп.

MODERN TALKING

“English may be numerically weaker than Chinese, but it’s richer: English has a swagger above its weight” (Mervin Bragg “The adventure of English”). English is uniquely well suited to survival, and, at the same time, there is the famous openness to new words. The standards are open. Any word is welcome to try its luck in the democratic marketplace of the language as it is spoken: if it serves a need, if it crystallizes a distinction, if it adds life and vigor. If it is of use to someone, it will survive. That is why new words come bursting into use.

Order in language emerges according to the needs of the users, it is sublimely lacking in hierarchy, and long may it so remain. English is firmly entrenched nearly everywhere as the international language of business, finance, and technology. It is no longer just top executives who need to speak English. These days in formerly national companies such as Renault and BMW, managers, engineers, even leading blue-collar workers are constantly calling and e-mailing colleagues and customers in Europe, The U.S., and Japan. The language is English. English also makes political sense: it’s the closest thing to linguistic neutral territory.

The English language as a language of WORLD DIALOGUE, international and intercultural is used by representatives of different peoples and races. Statistics shows that 465 million people speak English now. Whereas English is considered to be the language of international dialogue. There is sense to speak about existence of the international variant of English language, which is compromise variant between British, American and other variants, it combines their elements.

In modern speech two opposite tendencies are distinctly shown: to rudeness of the speech and, at the same time, to its efimisation (it is word or the expression serving in certain situations for replacement such designations which are represented undesirable, not polite, too sharp for the speaker). In the middle 80-es the champion of this phenomenon was the phrase "economical with the truth" which means to manage carefully with truth, or to tell lies. Efimisms are widely spread in the language of advertising. So, in English advertisement the adjective “cheap” is obviously avoided. Instead are used more harmless adjectives, such as “inexpensive”, “economically priced”.

It would be desirable to notice, that in the world of the English language has arisen and has developed the powerful cultural - behavioural and language tendency which has received the name Political correctness (PC). There are submitted different socially restrained groups which the English-speaking society tries to save from unpleasant sensations and the insults rendered by language: poor > disadvantaged > economically disadvantaged, unemployed > unwaged

Language changes always and everywhere. In complex system of verbal times two important changes are seen. The first is connected with wider use of simple forms, such as “I eat”, instead of expended forms, such as “I am eating”. This change results from desire to give to the action, described by a verb, more vivacity and realness and it differs from other modern lines in language, as a whole aspiring to the greater profitability and brevity of language expressions. Nowadays the verb “go” has not only the meaning “walk”, but can be used as auxiliary verb to itself, like in the expression: “We are going to go a long way”.

Another distinctive feature of modern English language is an increasing use of phrasal verbs in function of nouns: “comeback”, “setback”, “comedown”, “buildup”, “followup”, “holdup”, “leadin”, “input”. Sexist morphemes, specifying a sexual accessory of the person, also have undergone to reforming of language, like suffix “-man” (chairman, businessman, salesman). Now they are superseded from language with words in which structure they had entered. Such words are replaced with others, determining the person regardless to a sex: chairman > chairperson,

businessman > executive or business woman. So, the reference "Ms" by analogy with "Mr" does not discriminate the woman, as not defines her as married ("Mrs") or unmarried ("Miss"). Not it is used not only in official language, but also in colloquial. The traditional use of pronouns of masculine gender ("his", "him"), when the sex of a noun is not specified or it is unknown, is superseded by new ways of language expression ("his/her", or "their"): everyone must do his duty > everyone must do his or her (his/her) duty > everyone must do their duty.

The word "women" is more often written as "womyn" or "wimmin" to avoid associations with a hated sexist suffix.

In jobs from offices to the factory floor, recruiters say that workers who speak English often command salaries 25% to 35% above those who don't. More and more, even the rank and file must know English – or risk missing out on vital job opportunities. Across all sectors and ranks, non-English-speakers face a harder hunt for fewer and poorer jobs. Line workers in many manufacturing plants can still get by in their native language. But workers who want to advance find themselves back at school learning English.

According to the further development of the process of globalization and to (the) intensification of economic interactions between different countries the need for language grows. As it was already said the English language is considered to be the language of global dialogue, that's why more than likely English will be simplified. There are bases to believe that the international variant of English will develop as well. In any case in order to remain on a crest of a wave it is necessary for each of us to adapt for life and language changes.