To begin with, this process is quite a lengthy one so it shall be introduced gradually, starting from the very beginning, from pre-school and family education.

Secondly, the Belarusian language shall cover all spheres of social life.

Lastly, I would appreciate the possibility to study the university disciplines in Belarusian language as well regardless of the department.

We cannot but mention the numerous steps taken in this direction. There are a number of newspapers and magazines published in Belarusian (namely "Golas Razdimy", "Zviazda", "Nasha Niva", "Viasiolka" etc), numerous TV and radio programmes are broadcast in Belarusian ("Good Morning, Belarus", "Gaspadar", "Ahead to the Past", "Palessky Pachastunak", "Skarbnitsa", "Karani" etc.).

Literature references


УДК 82–1

AMERICAN ENGLISH AND BRITISH ENGLISH COMPARED

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It is over half a century already that the nature of the two main variants of the English language, British and American has been discussed. Some linguists regard the language of the USA as a dialect of English. Other linguists speak of two separate languages with a steady flood of linguistic influence first (up to about 1914) from Britain to America, and since then from America to the British Isles. They even proclaim that the American influence on British English is so powerful that there will come a time when the American standard will be established in Britain.

It is not surprising – approximately two thirds of native speakers of English live in the U.S. Cooperation between the USA and other countries is increasing from day to day. American English integrates in every side of our life. The USA presents us its culture through movies, music, advertisement, business. All these aspects are reflected in the language, the mirror of the culture. American English has its own special peculiarities, which distinguish it from other variants of the English language.

The most obvious and representative differences between British English (BE) and American English (AE) include differences in vocabulary, grammar, pronunciation and spelling [3].

1. Differences in American and English Vocabulary

It’s not difficult to distinguish between the American Vocabulary and the English one. Many of these differences are merely a matter of preference: Americans prefer railroad and store while the English prefer the synonyms railway and shop, but these four words are used in both England and America. Americans know or can easily guess what braces, fishmonger’s, or pram means, just as the English know or can figure out what jump rope and ice water mean. Finally, many of the words that once separated AE from BE no longer do: American cocktail, skyscraper, and supermarket are now heard around the world, and the English increasingly use radio, run (in a stocking), and Santa Claus instead of wireless, ladder, and Father Christmas. The following examples may especially interest tourists and those who enjoy both American and English books and movies: athlete in BE is one who participates in track and field events whereas athlete in AE is one who participates in sport in general;

Rubber in BE is a tool to erase pencil markings; rubber in AE is a condom [2].

Both languages have a slightly different structure of telling the time. While the British would say quarter past ten to denote 10:15, it is not uncommon in America to say quarter after or even a quarter past ten [2].

There are also a few differences in preposition use including the following:

(AE) on the weekend, (BE) at the weekend; (AE) on a team, (BE) in a team; (AE) please write me soon, (BE) please write to me soon [3].

2. Differences in American and English Grammar
These include differences in use of tenses. In British English the present perfect is used to express an action that has occurred in the recent past that has an effect on the present moment. For example: I’ve lost my keys. Can you help me find them? In AE, the use of the past tense is also permissible: I misplaced my pen. Can you help me find it? In British English, however, using the past tense in this example would be considered incorrect.

Other differences in the use of the present perfect in British English and simple past in AE include the words already, just and yet.

(BE) I’ve just had food. Have you finished your homework yet?
(AE) I just had food. OR I’ve just had food. I’ve already seen that film. OR I already saw that film.

Past perfect, as a rule, is not used completely.

A base verb in American and British English is also used in different ways. For example for the verb to dream, Americans would use the past tense dreamed while the British would use dreamt. The same applies to learned and learnt. Another example of differing past tense spellings for verbs in American and British English is forecast. Americans use forecast while the British would say forecasted in simple past tense.

There are some words which belong to countable in AE and but in BE they are considered to be uncountable. The most common of them are accommodation and research. Another examples:

(AE) The number/amount of hotel accommodations is increasing;
(BE) The number/amount of hotel accommodation is increasing.
(AE) The official researches carried out...
(BE) The official research carried out...

In BE, there are some words which can be used with a singular or plural verb while in AE, they are always used with a singular verb: army, committee, crowd, family, management, party, the public, team, union, etc.

Adjectives and adverbs. In negative sentences, Americans tend to use too where Englishmen use very.

(AE) I don’t like it too much.
(BE) I don’t like it very much.

Americans use the word slow as an adverb:

(AE) He likes to drive slow.
(BE) He likes to drive slowly.

Sure often means certainly in an informal style in AB:

“May I use your telephone, please?” “Sure.”

In informal AE, really is often replaced by real before adverbs and adjectives, e.g. It is real nice; real well.

In BE, such position of adverbs is used for emphasis.

3. Differences in American and English Pronunciation

The major difference in American and English pronunciation is in intonation and voice timbre. Americans speak with less variety of tone than the English. American voice timbre seems harsh or tinny to the English, theirs – gurgling or throaty to Americans. The English perceive American speech as shrill and monotonous, while Americans conclude that the English speak too low, theatrically, and swallow their syllables.

The more precise differences include:

Americans do not “swallow” the sound [r]. For example, the British pronounce the word car [kaː], and Americans – [kaːr]. In British pronunciation this sound is pronounced only if it is followed by a vowel, as, for example in red, or if it stands at the end of a word and the next word begins with a vowel (for example, far away).

Americans pronounce the a in such words as ask, brass, can’t, dance, fast, grass, half, last, and path as a short [æ]: the English pronounce it more as the broad [aː] in father.

And some are just unique pronunciations of individual words. Such miscellaneous differences in pronunciations include: ate, Americans say [eɪt] – [ɛt] is an accepted English pronunciation; been, Americans say [bɪn] – the English say [bɪn]; either, neither, most Americans say [eɪðər], [niːðər] – [iːðər], [niːðər] is the English variant; issue, Americans say [ɪʃjuː] the – English say [ɪʃjuː]: leisure, most Americans say [lɪəʊ] – the English say [leiəʊ]; nephew, Americans say [nɛfjuː] – the English say [nevjuː]: schedule, Americans say [ˈskedʒuːl] – the English say [ˈskedʒuːl].

In conclusion it is worth mentioning than no one wants to be accused of ambiguity and obscurity, or find themselves talking or writing at cross–purposes. The more we know about the language the more
chances we have to succeed, whether we are advertisers, politicians, priests, journalists, doctors, lawyers – or just ordinary people at home, trying to understand and be understood.

**Literature reference**


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**ADVERTISING AS A NEW WAY OF COMMUNICATION**

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In our daily life, we perceive, listen and experience numerous products at home, in a shop, while traveling by bus and many people talk about their individuality. It is, therefore, anything, which turns person’s attention towards it, is termed as ‘advertising’ and the way through which the advertiser makes people aware, is communication. In this way advertising and communication are related to each other.

The first requirement is that the advertisement captures the attention of its audience after communicating the message to them. In other words, the advertisement has to go through the attention filter of the target audience. Advertising communication gives new information, or it may attempt to alter existing views or beliefs of the entire audiences [2].

Many people think that advertising a product means to sell it. But the real aim of advertising is to make general public and potential buyers be aware of goods, products and services available under a brand [1, p. 13].

There are a lot of types of advertising:

**Television advertising / Music in advertising:**

The TV commercial is generally considered to be the most effective mass–market advertising format, as is reflected by the high prices TV networks charge for commercial airtime during popular TV events.

**Radio advertising:**

Radio advertising is a form of advertising via the medium of radio. Radio advertisements are broadcast as radio waves to the air from a transmitter to an antenna and thus to a receiving device.

**Online advertising:**

Online advertising is a form of promotion used by the Internet and World Wide Web for the expressed purpose of delivering marketing messages to attract customers.

**Covert advertising:**

Covert advertising, also known as guerrilla advertising, is when a product or brand is embedded in entertainment and media. For example, in a film, the main character can use an item or other of a definite brand, as in the movie *Minority Report*, where Tom Cruise's character John Anderton owns a phone with the *Nokia* logo clearly written in the top corner, or his watch engraved with the *Bulgari* logo.

**Press advertising:**

Press advertising describes advertising in a printed medium such as a newspaper, magazine, or trade journal.

**Billboards advertising:**

Billboards are large structures located in public places which display advertisements to passing pedestrians and motorists. Most often, they are located on main roads with a large amount of passing motor and pedestrian traffic [5].

Like "a war cry", a company needs a Slogan to imprint its brand name in people’s mind. A slogan can highlight the product’s feature or benefit or ask a question or say something which has absolutely nothing to do with the product. Nike’s slogan "Just Do It" doesn’t say anything about the product, but yet it’s one