Having learned a great variety of eponyms, we came to the conclusion that eponyms could be divided into several groups according to their meaning, such as:

- Scientific units (hertz, joule, ohm)
- Political entities (Nashville, Pittsburgh, Seattle)
- Companies (Adidas, Boeing)
- Comic and cartoon characters (Yogi Bear, Snoopy)
- Food and drinks (Avocado, curry, marmalade)
- Fashion (Mackintosh, French, cardigan)
- Transport (Audi, Ferrari, Harley-Davidson, Chevrolet, Citroen)
- Human characteristic – (Hooligan, lovelace)
- Other eponyms (Whatman, boycott).

But many lists contain phrases and words that are common phrases or ordinary derivations. While the term “eponym” is often extended to such constructions, their interpretation is usually more a matter of history than etymology, which is our focus. This list is not competing to be the longest list of eponyms but the most accurate in the strictest sense of the word. Beware those lists that include words created by means that apply to any noun, that refer exclusively to the eponymous person, or words that simply name one unique object. Pseudo-eponyms include the following:

- possessive nouns used in phrases like Occam's Razor or Newton's Law;
- proper nouns used in phrases without possessives, such as Gosbury Flop, Heimlich Maneuver, Falkland Islands, unless they no longer refer specifically to the person whose name is used (and especially if the capitalization may be dropped);
- normal derivations created by adding productive suffixes like -ism, -ist, -esque, -ian since these suffixes may be added to any name and simply mean "like X's philosophy" or "in X's style" in words like Marxism, Rubinesque;
- botanical and zoological names like Hoffmania, Einsteinium and Sanchezia that are not used outside the scientific world, especially if the new term is a proper noun itself;
- simple commonizations: converting a proper noun into a common one as occurred in the cases of "escalator" and "aspirin", originally brand names. [2, c. 196-197]

We have interviewed our students of the first course and asked them about eponyms. The results of the interview showed that only 5% of them know what the “eponym” is. However, when we explained to them the meaning of the word, it was found out that all students use eponyms in their everyday life, and all of them can give a lot of examples of using eponyms in their life.

Has the process of giving people’s names to different things and phenomena stopped? Not in the least! Just come to the nearest traffic lights and watch those cars and motorbikes going along the roads. They all carry the names of their inventors or the companies producing them which, in their turn, got the names of their owners (Audi, Ferrari, Harley-Davidson, Chevrolet and so on and so forth). We guess that these eponyms are the youngest ones in the family. But we are absolutely sure that there will be more and more eponyms because our humanity is rich in scientists, researchers and inventors.

So, the problem of “eponyms” has been analyzed in this article in order to systematize the information about the main cases of using eponyms and to define their role and place in the English language. Our research has shown that these words aren’t dead, they are commonly used. The eponyms play a big role in the enrichment and development of the language and the number of papers devoted to the eponyms is constantly growing.

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SOCIAL NETWORKS AS A FORM OF INTERNATIONAL COMMUNICATIONS

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With the development of Internet society questions of influence of network services on the development of international communications are becoming increasingly important. There are many global network services on the Internet. A special direction among them is social networks, becoming increasingly popular nowadays.
Today, communication is a transmission of information from one person to another, from one system to another. Communication is also a contact, message, news, interaction, exchange of information in society, creation and spread of information [1, p. 317].

Social Network is a platform, online service or web site, intended for construction, reflection and organization of social relationships.

In order to gain an audience of 50 million people, it took radio 38 years, television 13 years. Facebook has received 200 million users in less than a year.

More than 82% of Internet users have accounts on social networks and spend there at least two hours a day.

There is a growing number of users who come to the social sphere not only for socializing, but for getting information as well. Businessmen understand that social media is an effective marketing channel.

The popularity of online social networks has increased in 1995, with the appearance of the American portal Classmates.com. The project has been very successful so that after few years more than one dozen similar services were created. But the official start of the boom of social networks is considered to be 2003-2004, when LinkedIn, MySpace and Facebook were launched [2].

Social networks, on the one hand, have all features of mass media. They also continue to perform the majority of their functions.

What is the difference between social network and other Internet services? Firstly, the users of social networks can place information about them on the personal page and determine what type of user can view and comment on it. Secondly, all network users can be categorized (e.g., friends, relatives, colleagues and so on.). Thirdly, there is a possibility to create thematic groups.

Another positive aspect associated with social networks can be noted. Participation in international networks such as Facebook, LiveJournal can contribute to the development of a foreign language, such as English. However largely in the written form.

Research resource Ebizmba published the popularity rating of world social networks in June 2014. The top three without any surprise formed a Facebook, Twitter and LinkedIn.

The most well-known and often used in the Republic of Belarus social networks:

Advertising in the community is the purchase of placing posts or repost in popular communities. In the first case (post purchase), the aim of the advertiser is to increase traffic on the website. In the second case (repost purchase), the goal of the advertiser is to attract users to a group of companies in the social network. In this case, the cost of an advertising campaign depends on the number of subscribers in this group.

The best time for posting to social networks:

<table>
<thead>
<tr>
<th>Social network</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>13:00-16:00</td>
</tr>
<tr>
<td>VKontakte</td>
<td>13:00-15:00, after 20:00</td>
</tr>
<tr>
<td>Instagram</td>
<td>17:00-18:00</td>
</tr>
<tr>
<td>Twitter</td>
<td>13:00-15:00</td>
</tr>
<tr>
<td>Google+</td>
<td>9:00-11:00</td>
</tr>
</tbody>
</table>

Obviously, these social networks can and should play an important role in the activities of corporations. Corporation’s work is becoming increasingly collaborative, but the basis of environment is becoming more complicated.

Social networks are a unique mechanism for finding staff, associations of people with the same interests, etc. Members of social networks can be very distant from each other, so social networking tools are the most effective means of communication.

Members of social networks are people (rarely organizations) who need an exchange of information on special topics.

Also internet resources are used by individual entrepreneurs, who get licenses to carry out commercial activities and promote their products on the Internet with the help of marketing strategies. One of these strategies is to develop business through online lotteries.

Users of social networks publish information about themselves, their attitudes, interests, preferences, and so on. This information can be used in market research. On this basis, advertisers can define people, who may be interested
in their activity, and send notice to them depending on the information in their profiles (age, gender, place of residence, etc.).

Promoting of business in social networks (or "Social Media Marketing", "SMM") is a new sphere, but it is a necessary tool in online marketing. The main task of SMM-specialist is to form the "face" of business in social networks, seeking feedbacks from their audience (i.e., consumers) and make advertising more effective [4].

As for the future development of social networks, it is possible to make the following assumptions:

- Social networks will continue to grow. Both young and old generations will be involved in it.
- Specialization of networks will be increased in the future. The largest network tries to ensure that they can find each person. Leading Internet companies such as Google, Yahoo! and Microsoft OSB will develop their own social networks.
- The largest networks will try to form a platform that will help them to attract other firms for creation new services on the basis of social networks. In particular, Facebook has already developed a platform on which different companies can write applications that will integrate into the Facebook.
- Mass-media will be integrated into social networks. It will create a special "phone book" in which contacts in different subnets (business, personal, etc.) will be stored.
- Corporations (especially the largest) will implement the corporate network, which will be integrated into public social networks.

Many people do not realize that information placed by them in social networks, can be found and used by anyone, not necessarily with good intentions. Information about the participants of social networks may be found by their employers, relatives, debt collectors, criminals and so on. Sometimes bailiffs use social networks to find defaulters or obtain information about their property.

In conclusion, it is worth noting the importance and necessity of social networks in the development of international communications. Business communication acquires great significance in the market trade.

Business communication can be interpreted as the activities undertaken to achieve certain interests of the company as well as its main objectives. Depending on your situation, you can select different forms of business communication: meeting, presentation, conversation, public speaking.

Finally, with the development of IT-technologies all forms of business communications can be performed with the help of social networks that do not require real presence in a particular location. Online conferences, webinars and online meetings become widespread. It allows business partners all over the world to discuss questions remotely.

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THE ROLE AND PLACE OF MASS MEDIA IN THE SYSTEM OF MODERN MASS COMMUNICATIONS

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In the article an attempt to analyze the role and place of mass media in the system of modern mass communications is made. The author considers various scientific approaches to the definition of the concept and the complex characteristic of mass communications institution, taking the contemporary realities of global information space into account.

Keywords: mass communication, public consciousness, mass media, manipulation.

In modern world Mass Media is the main source of information and the instrument which creates social stereotypes and models of people’s behavior. Mass Media became a significant, strong factor of social development, engrained in all spheres of social life and daily people’s life.

Many scientists (D. McPhail, M.McLuhan, S.G. Korkonosenko, L.G. Svitich) say that human and his daily life progressively depend on Mass Media which is creating some kind of ‘the second reality’, ‘a subjective reality’ which influence is so important as the impact of the objective reality. In turn, Mass Media is the carrier and distributor of the information which is important for our society.