

Runglish (Ruglish or Russlish) is a neologism increasingly used to denote at least two levels of lingual mixing:

- interlanguage — when words from another language are borrowed, but the grammar remains the same (e-mail, feedback, briefing, meeting, etc.);
- pidgin — when words and grammar of different languages are unified (**forwardit'**, **approvit'**, **acceptit'**, **invitit'**, **guysy**, **deadliny**, etc.)

As a term for describing the Russian-English mixed language, it was popularized in 2000 as a name for one of the languages aboard the International Space Station. The cosmonaut Sergei Krikalyov once said jokingly that the spacecrew communicated in «Runglish», a mixture of the two above-mentioned languages. So that when they were short of words in one language they could use the other, because all the crew members spoke both languages well. NASA has since begun listing «Runglish» as one of the on-board languages.

Although less widespread than other pidgins and creoles, Runglish is frequently spoken in the Russian-speaking community. Currently, young Russian-speaking people invite their «friendessi» (female friends) for a «drink» at the «Pab» [pAb] by cellular phone text message or while chatting on the Internet. And if a person doesn't understand what it is talked about, he will probably be called a «loozer» [lu:zer]. A lot of foreign words appear in the native language mostly under the influence of the Internet and now the jargon successfully penetrates the press and advertising as well as business. It is difficult to imagine an international company without speaking «Runglish» these days. This language seems to become an element of corporate culture nowadays. Such phrases as «**forwardnut'** pis'mo, **otreviewirovat'**, **poluchit' feedback**» are a normal phenomenon in business sphere, though some people can consider it rather strange and incomprehensible.

Extensive invasion of English increases the fear of losing the Russian language identity. However, the linguists say that the fear of English is misplaced. In the contemporary world young people always develop fashionable ways of communicating. And it is Russian words used incorrectly that damage the purity of the language, not the introduction of foreign words.

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### THIRD MILLENNIUM INVESTMENTS

Throughout the decades the world public is turning the attention from one large-scale issue to another. However in recent years the world nations have started to pay more and more attention to the influence of global problems and related to them human activities not only on short-term development but also on overall livability of the planet. Finally the mankind is taking faltering steps towards environmentally sound and sustainable development of the society. The concept of The End of the World has been known since the beginning of time. But here and now did this day come to be more than

ever possible. There were more than 80 prophecies of The End of the World that were not fulfilled. And there are about 30 dates of Doomsday predicted for the future.

According to the recent researches 4 out of 7 most possible predictions are likely to be manmade.

Let's look how we invest in the Apocalypse and mass distraction.

#### 1. Nuclear war.

Nuclear club are nations that are known or believed to possess nuclear weapons. These are the participants of the Nuclear club and available rough information about the amount of investments into nuclear resources: USA — \$5,8 trillion, Russia — \$6,4 trillion, France — \$1,5 trillion, UK — \$250 billion, China, India, Pakistan, North Korea, Israel — N/A.

#### 2. Biological warfare.

The biological war is a modern means of mass distraction that not just may threaten us in the future but is already gathering steam. The latest attempt to spread a death disease was committed when the Pharmaceutical Company Baxter International forwarded to Czech Republic and Germany a set of influenza virus vaccine for further use by 18 European countries. The vaccine contained active bird flu H5N1. The H5N1 component is one of the most dangerous in the world with the rate of mortality about 60 per cent. Another wave of biological warfare is taking place now. There are lots of evidences that a swine flu is also a manmade weapon that is used by huge corporations such as La Roche Ltd. Only this year La Roche has already earned €24 million on Tamiflu for swine treatment.

#### 3. Large Hadron Collider explosion.

The Large Hadron Collider is the biggest, most complicated machine ever built. It will hopefully help physicists solve some of the great mysteries of space and time. On 10 September 2008 it was successfully started but on 19 September 2008, the operations were halted due to a serious breakdown.

With a budget of 9 billion US dollars the LHC is the most expensive scientific experiment in human history. This cost does not include the cost of experiments and current electricity bills. The creators are sure that the LHC is absolutely safe. However it is quite possible that the LHC will produce a black hole that will suck the earth into it and kill us all.

#### 4. Climate change.

Human activity contributes to accumulation of greenhouse gases in the atmosphere, which leads then to gradual rise in temperature in global scale. The scientists suggest increases in annual temperature of 1,2°C by the 2020s, 1,9°C by the 2040s, and 3,3°C by the 2080s (compared to 1992). Dr. William Nordhaus of Yale University claims that 3°C of global warming would cost the world \$22 trillion this century.

Global greenhouse gas emissions need to be decreased to 60 percent below present levels by 2050 if humans are to avoid catastrophic climate change. However halving global emissions by 2050 would cost \$45 trillion.

People have always been ready to pay the highest price to gain profit and power whatever the cost is: money or the lives of other people. There will be no Apocalypse if people begin to put the life above money and power. The problem is that we value

something when it is in shortage. Let's think about it now unless the mankind turns out to be on the edge of extinction. Because then it may be too late.

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FOREIGN TRADE: THE MIDDLE EAST  
AS A PERSPECTIVE MARKET  
FOR BELARUSIAN EXPORTERS

ВНЕШНЯЯ ТОРГОВЛЯ РЕСПУБЛИКИ БЕЛАРУСЬ:  
БЛИЖНИЙ ВОСТОК КАК ПЕРСПЕКТИВНЫЙ РЫНОК  
СБЫТА ДЛЯ БЕЛОРУССКИХ ЭКСПОРТЕРОВ

В условиях кризисных явлений в белорусской экономике, в которых одной из наиболее серьезных проблем является постоянно увеличивающееся отрицательное сальдо внешней торговли, актуальным становится поиск новых рынков сбыта белорусской продукции и путей повышения эффективности экспорта. Именно в силу этих причин мы, как будущие специалисты в сфере внешней торговли, изучили и предложили наиболее перспективные пути решения этой проблемы.

The Republic of Belarus has its own specific way of development — that is why it is not always easy to find points of contacts with completely democratic European countries as well as with the USA. Therefore it is pivotal to find some alternatives while talking about establishing foreign policy in trade, science, education and other spheres of collaboration. Trying to solve the problems in consolidation of the international authority of Belarus, the further development of the trade relations between Belarus and the countries of the Middle East region should be expanded.

The similarity in some governing principles and in the priorities in foreign policy gives strategic opportunities to evolve business relations, to set up joint ventures which can become main exporters of Belarusian products to the Middle East market. Joint ventures provide the best partner-like manner of obtaining foreign trade income. The firm then chooses to begin a business relationship with a firm in the host country. International joint ventures are used in a wide variety of manufacturing, mining and service industries.

Inter alia Belarusian goods are much more competitive on the Middle East markets than on the Western ones. According to the data published by National Statistic Committee of the Republic of Belarus the negative foreign trade balance formed at the rate of 7282 mln USD — the necessity to expand the level of export is obvious.

Selecting and preparing a product for export requires not only product knowledge but also a knowledge of the unique characteristics of each market being targeted — it is especially crucial about the Middle East markets on account of dramatic cultural and religious differences between Slavonic and Middle East countries which every businessman should keep in mind while doing business and collaborating with these countries.

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