

most popular are compound words consisting of two nouns or a noun plus an adjective;

5. affix units make 24% of all new words. Prefixes de- (means reverse process), e- (can be found in e-commerce) are the most productive prefixes –ism and –er (means actor) are the most productive suffixes;

6. abbreviations and euphemisms are also very common ways of word formation in recent years;

7. sound similarity is the well known way of neologism formation for the sphere of business and commerce where the main aim is to attract new customers and investors.

Neologisms are interesting for both ordinary people and scientists. It is connected with the development of our society, emergence of new objects and facts, for which we need new names. Such researches are very useful to study and to analyze. The results of this research can be used for conducting different studies in lexicology and neology.

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BODY LANGUAGE IN BUSINESS

Communication through body language has been going on for over a million years but has only been scientifically studied to any extent since the end of the twentieth century. Body language is finally being discovered by people throughout the world and is now a part of formal education and business training everywhere.

Let's pay attention to the main secrets of attractive body language which lead to success.

- Everything starts from a smile. Smiling at the appropriate time produces a positive response that gives more successful outcomes of negotiations. When you give it to someone, no doubt it will be returned. You will probably ask how to distinguish between a real smile and a fake one. A liar's smile comes more quickly

and is held much longer. Also false facial emotions are more pronounced on the left side of the face.

- It is a generally accepted custom to shake hands when meeting a person for the first time. To create rapport in a handshake firstly, make sure that yours and the other person's palms are in the vertical position so that no one is dominant or submissive. Secondly, apply the same pressure you receive. Nowadays it's common to see politicians and businesspeople using double-handed handshakes. But this handshake is acceptable only in circumstances where a hug could also be acceptable. As for shaking hands with a woman is still an uncertain practice in some countries, but it's now been found that women who initiate a firm handshake are rated as more open-minded and make better first impressions.

- Many people are taught to maintain strong eye contact during negotiations or interviews and keep it up until they are seated because the eyes communicate more than any other part of the body.

- One more powerful way to build rapport quickly is mirroring the other person's body language and speech patterns. This makes them feel accepted because they see themselves reflected in you. It occurs naturally between people of equal status. But never mirror a person's negative signals.

- Every country is a territory with clearly defined boundaries. A territory is also a defined air space around a person's body that he claims as his own. The golden rule is to maintain acceptable distance with people according to circumstances and your mutual relations.

- When entering a foreign country, you can face cultural misinterpretation of gestures which can produce embarrassing results. Just as verbal language differs from culture to culture, so some body language signals can also differ. Whereas one gesture may be common in a particular culture and have a clear interpretation, it may be meaningless in another culture or even have a completely different meaning. So concentrate on reducing the broadness of your body language until you have the opportunity to observe the locals. Anyway, remember that body language by itself only tells part of the story.

Learning to read body language signals not only makes you more accurately aware of how others try to dominate and manipulate, it teaches us to be more sensitive to other people's feelings and emotions. Remember that your brain is already programmed to read many body language signals. It's like riding a bicycle for the first time — it feels a little scary at the start and you might take an occasional tumble but before long you'll be riding like a pro.

Body language is our competitive advantage. We practice our verbal skills before a presentation so why not pay attention to the non verbal communication and body language skills. Remember the saying: "You'll never get a second chance to make the first impression".

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BORROWINGS FROM THE ENGLISH LANGUAGE AND BORROWINGS IN ENGLISH FROM RUSSIAN

The vocabulary is the most dynamic aspect of the language in any period of time. As a result of contacts between related and unrelated peoples and languages loanwords, aliens appear in a language. Gradually these words dissolve in a new language environment, but still carry an imprint of its former existence.

Borrowed words help us to get an insight into the matter of the connection between different countries and folks. The international role of a certain language is caused by ideology, culture, economy of the nation. The word life is determined by people's affairs. The process of globalization has recently been observed all over the world. As English has become an international language we can speak about the interference of English and national languages where English plays a dominating role. This paper focuses on the interference of English and Russian.

The Russian language has been overflow with a huge quantity of English words. New words were needed for describing new professions, spheres of activity, for which no equivalents were found in the Russian language and thus were borrowed (, ,). Such spheres of activity as computers and the Internet