

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

are closely connected with the use of English, therefore the Russian language surrenders its position in this niche. It is an interesting fact that some Russian words which seem to be native are not Russian in their origin and have been borrowed from English. For instance, the English word *hooligan* (): because of a bad behavior of one Irish family that lived in London their surname became a common name, which came into other languages. The Russian word originated from the English command *over all* ().

It is commonly known that Russian vocabulary has accepted a lot of English words, but have any Russian words been borrowed into English? It is hard to imagine that for naming such typically Russian realia, as, for example, *samovar*, *troika*, *kvass* and *vodka*, Englishmen would have invented their own terms. These borrowings have remained unchanged though they are pronounced with an English accent. Similarly, the truly Russian *moujik*, *tzar*, *starosta* together with *rouble*, *pood*, *shuba*, *balalaika* and *matryoshka* have been moved to English.

English has made a strong impact on Russian loans, as well as on "visitors" from other languages which penetrated into its vocabulary. Firstly, it has changed their pronunciation, e.g., *babUshka*. Secondly, it has transformed their grammatical structure subordinating to its internal laws. So, in English the plural of Russian nouns is formed according to the English grammar rules – *steppes*, *sables*.

Globalization causes close contacts between people and languages. English plays a dominating role in this process though Russian also influences English and enriches its vocabulary. The reasons for borrowing words are both linguistic and extralinguistic. We speak about linguistic reasons when a word is needed to name a new object or concept, to differentiate the shades of meaning, to enrich the vocabulary with synonyms. Extralinguistic reasons include historical contacts of peoples and innovations of a nation in some field of activity.

Borrowing is an integral part of the functioning and the historical changes of a language, one of the main sources of vocabulary enrichment, a result of peoples' links in economy, politics, science and culture. The deeper the mutual understanding of the peoples, the stronger their friendship is. A language is a basis of this

understanding. That's why the history of learning foreign languages is interesting. Such history can be an important indicator of the condition of the given people's culture. It is possible to find the traces of the people's former life, the traces of friendly contacts and quarrels in each language.

If we paraphrase Anatole France's words "the vocabulary is the universe put in an alphabetic order", it is possible to say that the series of loan words put in a time sequence are the chronicles of the growth of the country, the growth of its international prestige, its political, cultural, scientific and technological potential.

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ANGLICISMS IN MODERN BANKING

The issues such as intercultural communication, translation and economics have been of different author's interest for many years. Nowadays the question is again on the agenda as the Americanization widens and American English penetrates into new spheres and languages. Thus, the aim of this research is to show the complexities connected with translating the terms regarding any business activity. In order to narrow the scope of the investigation, the attention is given exclusively to the Russian terminology connected with banking.

The analysis of Anglicisms has been undertaken having two main objectives in mind. Firstly, we shall see whether the English pattern prevails over the Russian one or if there is a mixture of both methods. We have also concentrated on different types of English borrowings, both pure borrowings and these that undergo some changes.

It is worthwhile to mention that the main reason for borrowing English words to Russian is the concentration of all advanced technologies in the West. The English term is borrowed in addition to the concept. That's why a most reasonable forecast is the continuation of Anglicisms penetration into different languages, as progress of banking is obvious and undoubtful.