

промышленности (сферы деятельности), о которой идет речь. Например: «*Porsche hat nun weitgehend freie Fahrt bei VW. Nur wenige Tage nach der familieninternen Einigung legte Porsche erstmals die Karten auf den Tisch und verkündigte: Die Stuttgarter gehen in Sachen VW aufs Ganze*». Стагнацию в автомобильной промышленности характеризует глагол «*bremsen*» («тормозить»): *Japans Autoindustrie brems*. Элемент сравнения может содержаться в части сложного слова. Такие слова прочно вошли в язык экономики, стали нейтральными: *Preisschere* — ножницы цен; *Preisspirale* (*Preisschraube*) — спираль цен; *Warenkorb* — потребительская корзина; *Warenfluss* (*Warenstrom*) — товарный поток (товаропоток); *Warenstreuung* — распределение товаров; *Kreditpolster* — кредитные резервы; *World Player* — мировой игрок; *Nischenplayer* — игрок частного предприятия; *frisches Geld* — живые деньги u.a.m. Некоторые образные словосочетания из-за частотности употребления также теряют свою образность и становятся общепотребительными. Например, выражения «*Rote Zahlen*» и «*schwarze Zahlen*». Они восходят к традициям обозначать в бухгалтерских ведомостях дефицит баланса красными цифрами, а активы — черными. Подобный путь нейтрализации образного словосочетания прошли выражения «*in die Verlustzone geraten*» — «нести убытки», «*in die Gewinnzone zurückkehren*» — «вновь получать прибыль», Государственный бюджет («*Staatshaushalt*») имеет синоним «*die öffentliche Hand*» («государственная рука»). В экономических образах встречаются и обычные сравнения, когда два явления сопоставляются с помощью союза *wie*. «*Seit dem Kurs-Wahnsinn schwankt die Finanzwelt beim Sportwagenbauer zwischen Bewunderung und Zorn. Viele hassen uns derzeit wie die Pest*» berichtet ein Porsche — Manager. Средством образности высказывания служат крылатые слова, пословицы: «*Geld stinkt nicht*» («Деньги не пахнут»), «*Früh übt sich, was ein Großaktionär werden will*» — перефразированная известная немецкая пословица: *Früh übt sich, wer ein Meister werden will* («Навык мастера ставит»). Образные выражения нужно понимать, чтобы уместно и целесообразно ими пользоваться при общении с носителями языка.

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## MILLENIAL RETROSPECTIVES AND PROGNOSTICATIONS ON ENGLISH AS A GLOBAL LANGUAGE

Something unprecedented is occurring with the English language at the edge of the two millennia. A most extraordinary thing: a language spoken by more people as a second tongue than a first. Here is a statement from a world bestseller «*Back to Babel*» that reinforces the initial impression: «The British Empire may be in full retreat with the handover of Hong Kong. But from Bengal to Belise and Las Vegas to Lahore, the language of the scepted isle is rapidly becoming the first global lingua franca.»

To exemplify the above stated we would give you the fact that at present, the United States contains four times as many English mother-tongue speakers as any other country. Britain is second. In these two countries, statistically, there live 320 million people, or 70 %

of their population, whose first language is English. This number excludes another 57 million who speak creole, or creolized English, in countries such as the Gambia, Liberia and Jamaica.

But far more rapid growth is taking place in the number of people who speak English as a subsidiary language. Within a decade, their numbers will exceed the number of mother-tongue speakers. A Cambridge Professor Peter Strevens who was amongst those who started writing about the rise of world English predicted a time when «English will be taught mostly by non-native speakers of the language to non-native speakers, in order to communicate mainly with non-native speakers».

Professor of English at the University of Cincinnati notices that «It will be the first time in the history of the world that the language is not ours any more. If a language is no longer the property of its native speakers, it will change, and it's not clear what the consequences will be». A world authority in the English language David Crystal's words add fuel to the discussion «There has never been a language spoken by so many people in so many places as English».

This dramatic change has occurred to English only since the 1960s. Though the foundations of the growth of English as a world language were laid much earlier with Britain's expansion as a world power, peaking towards the end of the 19th century, and the emergence of the United States as the leading power of the 20<sup>th</sup> century. Here allow us one more quotation of Otto von Bismarck. That was in 1898 when a journalist asked him what he saw as the decisive factor in modern history, and he replied: «The fact that the North Americans speak English». As we see the quoted Bismarckian alarm now has acquired a new significance as America's commercial dominance has been partly built on products that were in the English language.

Despite such huge numbers of statistics the demand to learn English may be only in its infancy. For a growing share of world trade will be goods and services that incorporate language — may be just on its packaging or in the instruction leaflet, but also in the form of entertainment and information. In the world of economics standardising on English is a safety measure but it also makes communications easier and cheaper — English is now virtually the universal language of air and traffic. One may say, due to English communication becomes less expensive.

Nowadays English experts speak about the complexity of the present-day world English situation. The so-called three-pronged development of English — of first language, second language and foreign-language speakers — it is inevitable that a global language will eventually come to be used by more people than any other language. English has already reached this stage. The statistics collected suggests that about a quarter of the world's population is already fluent or competent in English, and this figure is steadily growing — in the early 2000s that means around 1.5 billion people. No other language can match this growth.

The problem has aggravated since the 1950s when the number of countries in the world has tripled. According to David Crystal, most newly independent countries have given English a special role, making it the dominant or official language in over 60 countries. In 75 countries English is found in everyday use publicly accessible in varying degrees. It is evident that increasingly, people will have two languages: one for doing the