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THE INTERACTION BETWEEN LANGUAGE AND CULTURE

Language

What is 'language'? For ordinary people this seems a commonplace question. However, as the term has various technical and specialized senses and uses in different fields of study, to give a single inclusive definition for it is impossible. Each specialized field such as computer programming, logic, mathematics, etc. has its own language. Accordingly, experts in technical fields present their own definition of 'language' as they know it. However, the most common sense of the term 'language' is the one that almost every speaker knows, i.e. it is a means of communicating ideas among human beings. Presenting a definition compatible with the latter sense is the task of linguists, and a number of them have done it. The vast majority of linguists, including Michael Halliday (1961), regard 'language' as 'a patterned human behavior'. In other words, language is a systematic behavior which distinguishes human beings from all other animates. At the same time, as experts hold it, language as a human capacity is the most complicated phenomenon of the world. From this perspective, language is an innate knowledge bestowed to human beings.

Culture

Traditionally, 'culture' is known as the sum of all knowledge and beliefs a society has regarding its own life style, social behavior, language, arts, etc. Some scholars even go beyond this and regard culture as 'shared patterns of behaviors and interactions, cognitive constructs and understanding that are learned by socialization'. According to such definitions, one can expect a vast and great number of cultures all around the world, as we witness a couple of thousands languages. Language and culture share the feature of 'variety' among societies and nations of the world. However, culture

is not necessarily bound to geographical and/or political borders, as one can point to a number of neighboring countries, or even all countries of a whole continent share cultural codes and values. Accordingly, one can talk of African, American or European or even western cultures. Anyway, culture is a clear mirror of the past history and present situation of any society. In order to know a nation, the best way is to get familiar with the culture and cultural codes of it.

Extremist attitudes to language and culture

Fundamentally, neither language nor culture of a nation has priority to those of other nations. Any language is as respectful as any other language because all normal speakers of all natural languages are able to express what they would like to convey to their addressees. Level of simplicity or complexity of a language is not a proper criterion to rank languages. A layman, because of lack of linguistic knowledge, would think that language A is more advanced than language B just because the latter is spoken in a small undeveloped society in a far land of the world. Or a group of people may believe that the language spoken in an industrial country is superior to languages spoken by the speakers of developing countries. Such approaches to language which have neither a scientific nor a plausible base are rejected by modern linguistics. As for culture, provided it is not in conflict with wisdom, reason, common sense and mutual respect during its contact with other cultures, any culture is quite respected. Accordingly, all nations must respect one another through respecting all languages and cultures. The latter approach to language and culture can be a good cause for speakers of different languages from different cultures to establish and improve sound, peaceful and friendly relationships. Instead of having feelings of superiority over each other, people of different languages and cultures had better cooperate to create a more pleasant and desirable global environment to the advantage of humanity through obtaining a better understanding of different languages and cultures.

Interaction between language and culture

Language and culture are so closely associated concepts that the nature of one cannot be conceived without the other. Experts firmly believe that language is reflection of culture though language itself is a cultural behavior. Real learning of a new language would happen along with the presence of proper symbols representing the culture of the language in question in the process of teaching and learning. In other words, in the absence of

cultural codes of the language in question from learning and teaching settings and environments, the efficiency would dramatically decline. In short, in teaching a new language, not only must teachers have necessary technical knowledge and teaching skills but also they need to be profoundly familiar with culture codes of the language to be taught. Finally, in order to get familiar with a new culture, the easiest and shortest way is to learn it along with learning the language of that culture.

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ОСОБЕННОСТИ АНГЛИЙСКИХ ЗАИМСТВОВАНИЙ В КИТАЙСКОМ ЯЗЫКЕ В СФЕРЕ БИЗНЕСА И ЭКОНОМИКИ

В условиях современного быстроменяющегося мира все чаще появляется необходимость во внедрении слов и выражений иностранного происхождения, как для выражения новых значений, так и для обновления лексической системы в целом. На фоне активных культурных, экономических и политических связей Китая с другими государствами в последние десятилетия отмечается массированное проникновение иностранных заимствований в современный китайский язык. При этом иноязычные элементы подвергаются в различной степени фонетической, семантической и грамматической адаптации.

Анализ фактического материала показал, что в китайский язык вошли английские заимствования из всевозможных тематических групп, что свидетельствует о контакте английского и китайского языков, а также носителей данных языков в различных сферах жизни. В связи с высокими темпами развития экономики Китая, в китайский язык в большом количестве вошли заимствования из сферы *бизнеса и экономики*. В качестве объяснения данному феномену могут быть приведены следующие *внутрилингвистические* факторы:

- 1) потребность в наименовании;
- 2) необходимость разграничить содержательно близкие, но различающиеся понятия;