

The processes of training and education in the university are closely interrelated. The aura that arises as a result of the creative implementation of the educational process by the whole teaching staff of the university and is commonly called the linguacultural environment influences the upbringing and development of the student's personality.

One of its components is the teacher's personality. Indeed, the learning process usually takes place in the direct interaction of the teacher and student. And the linguacultural environment of the university itself is purely individual, unique, both in time and space. Depending on the linguacultural situation, it is determined by the faculty, the composition of the students, the specific learning conditions and the influence of modern society.

Immersion of a student in the linguacultural environment of a university serves as the most important individual factor in the training and education of the personality of a future specialist. The emergence of personal computers leads to the active development and application of innovative technologies in the educational process, which, allows the combination of traditional forms with them in a new way to organize training. The work of students with such systems is provided not only during practical classes, but also outside them, for example, when studying individual topics of the course independently.

In many universities, in the process of such training, students are expected to work independently according to a planned and specially organized programme using computer technologies. Contact with the teacher is usually carried out through social networks.

Researchers involved in the development of distance education programs argue that the distinctive feature of the 21st century will be learning with the help of new information technologies, which will lead to the formation of a new virtual linguacultural environment of the university.

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GLOBAL VIRTUAL LINGUOCULTURAL ENVIRONMENT

ГЛОБАЛЬНАЯ ВИРТУАЛЬНАЯ ЛИНГВОКУЛЬТУРНАЯ СРЕДА

Communication is the most important process of exchanging information of various kinds between people or groups. This is a complex, multi-faceted process that allows people to establish contact and cooperation in various fields and at various

levels: interpersonal (small groups), intergroup or intragroup, professional (business), mass and intercultural levels.

Undoubtedly, in such complex structure some difficulties arise, especially at such level when communication takes place in different languages. However, it can be noted that embarrassment occurs, even if people communicate in the same language. It has been scientifically-proven that the same word or expression (conditionally called “sign”) is perceived differently by different people (in other words, it has a different “meaning”). One can take as an example such subjective things as musical tastes, a sense of humor, interpersonal relations, etc. This can be applied to the perception of hard science: each person can perceive mathematical formulas in different ways, memorize them differently. With our surroundings, we understand these “signs” closely enough in meaning. But when it comes to distant communities, this distinction between “meanings” can be much greater. Hence, we should take into consideration not only the linguistic aspect but also dissimilar perception of the world by different peoples. According to it every nation has its own features. We are going to consider this thesis in order to understand that perception is an important factor of communication.

Let us go back to such obvious communication problem as the language barrier. To get around it, it is necessary to learn new languages. Language learning is a time-consuming process that requires not only theoretical knowledge, but also constant practical improvement. On the one hand, people receive theoretical knowledge from textbooks, from teachers and other sources. On the other hand, language development is hampered by the fact that there are very few native speakers with whom learners can improve these abilities. Some people overcome this problem when they travel a lot but not everyone can afford it. What are possible solutions to this problem? One of them is the Internet. Fortunately today's technologies allow people to exchange information at long distances. At the moment there are many sites (social networks) specializing in language training through communication with the native speakers. But this practice is not the most popular one. This is understandable, as the promotion of this idea requires localization and tremendous work with the target audience in many countries. And now let us consider more specifically the possibilities of promoting this area. Each country needs an individual approach. This is what localizers do. Their main task is to support language and national standards, for example:

- * the format of the date, time, fractional and multi-digit numbers;
- * special aspects of human names;
- * currency symbols;
- * paper formats;
- * special aspects of the legislation.

Localization is not just translation of the interface into another language. This is a complex operation that requires the interaction of programmers, designers and translators. Localization and internationalization are not the same things. Internationalization adapts a product to almost any place, while localization is aimed at a specific region. In other words, the process of internationalization is performed once, while localization is carried out constantly, for each target language.

Finally we may draw up a conclusion that establishment of such a communication technology requires enormous effort. But the good news is that with the availability of qualified specialists and appropriate technology it is possible to provide an excellent opportunity for communication for people living abroad.

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REALIZATION OF THE PERSUASIVE COMMUNICATIVE STRATEGY IN AN INFORMATIONAL INTERVIEW IN THE ENGLISH LANGUAGE

РЕАЛИЗАЦИЯ КОММУНИКАТИВНОЙ СТРАТЕГИИ ПЕРСУАЗИВНОСТИ В ИНФОРМАЦИОННОМ ИНТЕРВЬЮ НА АНГЛИЙСКОМ ЯЗЫКЕ

The study of the discourse of various genres is in the focus of attention of modern linguistic science. The central place is given to studies of media communication in all the variety of its properties and parameters for analysis. Numerous works of modern linguists study and describe the linguistic features of an interview as a genre of media discourse.

The purpose of this work is to identify the features of filling an informational interview with the means and the techniques of private persuasive strategies in the English-language interview. The work is based on the classification of the specific persuasive strategies of S. Martemianova [1]. 6 interviews have been analyzed. The total time of the interviews is 124 minutes. As a result, 234 cases of the realization of specific persuasive strategies have been revealed.

On the assumption of the quantitative obtained data, it can be argued that most of the interview participants turn to an emotional persuasive strategy, namely the use of expressively colored lexical devices. This choice is one of the shortest ways of capturing the interlocutors' attention, because the communicator enriches the official