

million people. But situation changes. And the proof can be found in actions of young generation, whose energy and confidence have no limits; they are ready to fight for what was lost by negligence. You can face such people in every sphere, and a vivid example is music industry. Modern musicians write lyrics in Belarusian, it sounds rebellious to people and that is why gets more and more popular. Fashion designers create clothes with national patterns and texts in Belarusian. Even restaurants feel the social mood and make menus in Belarusian or use it to communicate with clients. It may seem unusual and surprising for people, but still very close to heart.

We can see that people are ready for changes, they want to recall their mother tongue and use it. But enthusiasm must be supported by the government with real actions, instead of empty promises and fake statistics. The beginning should come from education. New generation should get accustomed to speaking Belarusian all the time from childhood, so it is important to oblige all schools teach children only in Belarusian. Moreover, television sphere should support national language and translate shows and films in it. The same must be done by publishing houses, translating foreign literature into Belarusian.

All those things are not hard to put into practice. We just need to make a little effort. Of course, it's impossible, acting separately, but all together we can do anything. The Belarusian language is worth fighting for since it has as many rights for existence as any other. But how can we expect others to respect our language if we do not do it ourselves? Together we are able to change everything. And we will. We just need to find love to the motherland in our hearts and take steps.

Kosuke Taniguchi

Косукэ Танигучи

Университет Мейсей (Токио)

Научный руководитель Хиромаса Танака

AFFECTING FACTOR TO TOPIC SHIFT IN ENGLISH CONVERSATION

ИЗМЕНЕНИЕ ТЕМЫ В БЕСЕДЕ НА АНГЛИЙСКОМ ЯЗЫКЕ И ОПРЕДЕЛЯЮЩИЕ ЕГО ФАКТОРЫ

This study explores the process of topic shift in conversation. It examines how participants who can speak limited English get power of topic shift in English con-

versation. Action research is conducted to see the effects of actions, such as assigning a role, asking for opinions. The research site is Meisei Summer School Project (MSSP), which is a project for teaching English and Chinese to Japanese children by university students. I analyzed the interactive inquiry process that balances problem-solving actions implemented in the collaborative context in MSSP. My data collection includes video recording of conversations and interview with participants at MSSP. My analysis shows that participants used three ways to enhance their power of topic shift: the use of causal relationship, adoption of other power, and approval of topic shift. In addition, unconsciously, participants influenced other participants by using power of topic shift within the discourse that was constructed in the common recognition that participants can speak a little English. The present result suggested the possibility of reinforcement of organizational strengths through topic shift within discourse constructed by members of the organization.

V. Kresik

В. И. Кресик

БГЭУ (Минск)

Научный руководитель Ю. В. Маслов

**THE IMPACT OF A VARIETY OF SPEECH STRATEGIES
ON INSTAGRAM USERS (BASED ON THE TEXTS
OF RUSSIAN-, ENGLISH- AND HISPANIC-SPEAKING TRAVEL BLOGGERS)**

**ВОЗДЕЙСТВИЕ РАЗНООБРАЗНЫХ РЕЧЕВЫХ СТРАТЕГИЙ
НА ПОЛЬЗОВАТЕЛЕЙ СОЦИАЛЬНОЙ СЕТИ ИНСТАГРАМ
(НА МАТЕРИАЛЕ ТЕКСТОВ РУССКОЯЗЫЧНЫХ, АНГЛОЯЗЫЧНЫХ
И ИСПАНОЯЗЫЧНЫХ ТРЭВЕЛ-БЛОГЕРОВ)**

The relevance of the work is due to the fact that social networks currently are an integral part of people's lives. Countless people use social media to promote their products and services. By means of Internet platforms, business corporations as well as individuals, engaged in brand promotion on their own, communicate with their audience. Having unlimited access to social networks Internet users participate in the creation of content and the promotion of their profiles sometimes without realizing it.