

LINGUISTIC DIVERSITY AS A MEANS OF DEVELOPING LINGUO-CULTURAL ENVIRONMENT

Лингвистическое разнообразие как средство развития лингвокультурной среды

In February 2016 a famous linguist from Columbia professor John McWhorter in one of his conference performances said: “The language I’m speaking right now is on its way to becoming the world’s universal language”. He named the English language “the language of the Internet”, stemming from the fact that people used it in different spheres: beginning with air traffic controls and diplomacy and culminating at popular music productions. Nevertheless, sharing his personal reasons, he stays enthusiastic and positive to the idea that people should learn foreign languages.

His opinion is based on the viewpoint that a language “channels” the thoughts of the speaker and, thus, the vocabulary with all grammar rules can become effective benefits for people if properly employed. In this case, what advantages can there be for an English speaker to study the Russian language?

We defined the purpose of the research: define the ways languages can affect the speaker’s reasoning (based on the example of the Russian language).

Both languages differ in the way they separate the color spectrum. Lera Boroditsy being a part of her team conducted a test revealing people’s ability to distinguish different tinges of blue. It is known that Russian, in order to describe light and dark blue, use the words “goluboy” and “siniy” accordingly, whereas the English speaker commonly uses only “blue”. The participants were to look at pictures while colors were changing from light to dark. The researchers discovered that the brains of people who used different words for light and dark blue were able to discern the changes as dramatical. On the other hand, English speakers, not having this categorical distinction, did not give a surprised reaction because essentially the picture was not changing. Thus, learning Russian can enhance the speaker’s reaction and improve one's color perception by setting boundaries between color shades.

Analysing the data given in “Proceedings of the 25th Annual Cognitive Science Society: Part 1 and 2”, it is reasonable to mark differences in the representations of events between Russian and English speakers. The study shows that participants of both groups have different views on complete and incomplete actions. By adding certain prefixes, for example, “pochitayu” and “prochitayu”, Russians impart verbs with compulsory marking in future and past tenses. As a result, it was observed that

Russian speakers tended to provide complete and incomplete actions with different descriptions more often than English participants. Based on this notion, it can be stated different views on actions can be crucial in those fields where testimony from witnesses is most required.

Although the modern world evolves further and a lot of international standards are being unified into one and the English language is likely to be spoken by most people on the planet, in certain points learning different languages proves to be helpful, for example, in improving color perception by setting strict boundaries in the color spectrum and between complete or incomplete actions as taught in the Russian language. By referring to a set of skills and abilities, which are assigned by the language system, it is possible to state that the subject's speech experience and knowledge of languages can play an essential role in forming the speaker's reasoning. The given examples are related to one of the scientific fields of language competence and thus, are used in diverse methodologies of teaching foreign and non-native languages.

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SPECIFICITY OF COMMUNICATION STRATEGIES IN BLOGS

Особенности коммуникативных стратегий в блогах*

In 21st century everything is about digital money, entertainment, education and inevitably communication. Communication is the main human function that in the most basic form consists of transformation of a message from one person to another via a specific channel. Today the main channel for communication is the Internet which by itself is already imprints on the specifics of the communication act. Such communication is mostly written, less grammatically accurate, more of an informal character, of course features like level of anonymity, the audience size (one or multiple receivers), instantaneity of communication are important and contribute to the specific nature of the Internet-communication, but they are define distinct types of the Internet-communication.

This research will be focused on the blog as a genre of the Internet-communication and economics as the theme-topic of the blog. Objective of research is to find out a specificity of communication strategies in blogs. The material base for this research are 6 economics blogs in Russian and English language.