

Successful international business relations are also impossible without the competence in intercultural communication and the knowledge of terminological systems in various fields.

The research results allow us to conclude that the greatest activity in intercultural communication can be traced among students studying in multicultural groups and involved in cultural as well as academic events. This contributes to the integration of the foreign students into university environment and eliminates xenophobic attitude towards them.

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FEMINITIVES OF MODERN BELARUSIAN, RUSSIAN, ENGLISH AND GERMAN INTERNET DISCOURSE

Феминитивы современного белорусскоязычного, русскоязычного, англоязычного и немецкоязычного интернет-дискурса

The purpose of our study is to identify the features of modern Belarusian, Russian, English and German feminitives functioning in the Internet discourse.

In the second half of the twentieth century the democratization of our society took place and new socio-philosophical theories appeared. Since the late 60s of the twentieth century in linguistics (mainly in the United States and Germany) a trend has emerged called feminist criticism of the language or feminist linguistics.

The goal of feminist criticism is to expose and overcome the male dominance reflected in the language in social and cultural life. Androcentrism of the language (gender asymmetry in the language) is uneven representation of persons of different sex in the language, when the language is oriented towards a man and captures the picture of the world from his point of view. In such a system the feminine is usually represented in the role of “alien” or ignored altogether.

The choice of the research topic is due to the fact that today movements for the equal rights of all people, regardless of gender, skin color, religion, etc., have reached their peak, including the movement of feminists. This became the reason for the more active introduction of feminitives-neologisms both in the spoken language and in the language of the Web.

To solve the set tasks by the method of continuous sampling we selected 107 most frequent feminitives of Belarusian, Russian, English and German languages

from the Internet. As materials for the study we used texts of sites, blogs and social networks (Instagram, Twitter, V Kontakte).

After analyzing the sample we came to the conclusion that paired correlates are not popular among English-speaking users and the German language is the most open to the formation of feminine neologisms.

The most popular formative suffix in both Russian and Belarusian languages is *-к(а)*: *лектарка, прэзыдэнтка, праграммистка, авторка, редакторка*. In Belarusian it is also possible to distinguish suffixes *-оўк(а)*: *бізнэсоўка, спартоўка, вайскоўка*; *-іц(а), -ыц(а)*: *дэмагагіца, стратэгіца, філялягіца*.

In English, in addition to the suffix method of forming feminines, composites with the *man / woman* formant are also popular: *authoress, songstress, chairwoman*. As for the German language, feminines in it are formed by suffixing and the most productive is the suffix *-in*: *Politikerin, Wirtin, Bibliothekarin*.

The analysis allows us to draw the following conclusions: many factors, especially the development of the Internet as a communicative space for promoting ideas that can influence an individual and the society as a whole, and numerous linguistic innovations contribute to active feminization. The most popular way of forming feminines in Belarusian, Russian, English and German – suffix. Graphic methods of updating can also be used, namely underscore (_), asterisk (*) or a font of a different color.

It should be noted that there is a tendency to use the category of femininity to denote professional and social affiliation. The rest of the categories do not attract web users.

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GERMAN LOANWORDS RELATED TO THE SOCIO-POLITICAL AND ECONOMIC REALITIES OF POST-PERESTROIKA RUSSIA

Займствования из немецкого языка, относящиеся к общественно- политическим и экономическим реалиям пост-перестроечной России

At all times, it was relevant to borrow certain words from the language of the country, which at that time was at the pinnacle of scientific, technical and cultural progress. In the second half of the 19th century, Germany had a great influence on the formation of neologisms in the Russian language. Strengthening interaction with the