

formed denoting the simplest objects and accounting units, for example, the word "*abacus*", which denoted a counting board for arithmetic calculations. Also, the terms of that period include the following language units: *calculus* — *calculator*; *numerus* — *number*; *digitus* — *digit*.

Mechanical analogue computing devices appeared in the world hundreds of years later and formed the next (mechanical) period in the development of computer science terminology. The terms of that period became more complex due to the more complicated operations of mechanical units. At that time terminological and derivative phrases such as *printer*; *analytical engine*; *difference engine*; *store*; *carrier*; *adding machine*, etc. appeared.

The industrial revolution, the discovery of the electron, the advent of electricity caused the growth of a new knowledge and gave rise to the next (electromechanical) period. The terminology of the period was mainly based on borrowings from Latin and Greek. The instrumental suffix *-er/-or* was also widely used. As result, the new concepts appeared, for example: *interpreter*; *punched*; *cycle*; *cell*; *register*; *puncher*; *control unit*; *arithmetic unit*; *digital machine*; *punched Hollerith card*; *analogue machine*; *verifier*; *programming*.

The modern stage of term formation is characterized by various ways of creating new terms: metaphorical transfers (*bus*), mastering new meanings in the words of the literary language (*time sharing*), reterminology (*circuit* — a term borrowed from electrical engineering).

Today Global computerization entails the use of computers by a wide range of non-programmers, and it causes the penetration of Information Technology terms into various spheres of human life activities. Only by analyzing and studying all the processes of this development would help us to make sense of the specialized functions of these terms in everyday speech.

Therefore, in order to avoid misunderstandings, we should better explore and understand the IT terminology, its formation, history of development and the cognitive processes that are taking place nowadays.

<http://edoc.bseu.by/>

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SEMANTIC EQUIVALENCE

Семантическая эквивалентность

Economic and cultural relations of the Republic of Belarus with many European countries lead to the development and expansion of linguistic contacts between Belarusian

and European languages, especially English. Consequently, new borrowings, not previously registered in dictionaries, are actively permeating in the Belarusian language vocabulary. Media texts often serve as a channel, through which new lexicon units pervade the language. Being media products and products of communication, media texts can reflect various circumstances, contributing to the speediest spread and semantic assimilation of Anglicisms. The aim of the study is to determine the semantic equivalence of new economic terms in Belarusian and their English prototypes.

Often, in the process of borrowing, there is a change in the semantic volume of the word (expansion or contraction). Although there are also borrowings, whose semantic volume is equal to the semantic volume of the prototype. These borrowings are in a relationship of semantic equivalence.

For example, *гіпермаркет* is a very big store. *Даведаліся пра цэны на сала ў гіпермаркеце, на сталічным рынку, у фермерскім адзеле крамы* [1]. The English prototype *hypermarket* has a similar meaning — “a very large shop, usually outside the city centre”. The semantic volume has not changed after the borrowing. Thus, the words are in a relationship of semantic equivalence.

Грант is an amount of money specifically given by the government to a person or an organisation for a special purpose. *Галоўны прыз — грант на развіццё свайго праекта ў памеры 11 500 рублёў — атрымаў у фінале рэспубліканскага конкурсу «100 ідэй для Беларусі» выкладчык Універсітэта грамадзянскай абароны МНС Арыём Марозаў* [1]. At the same time, the English prototype “*grant*” is used to denote “an amount of money given to someone by the government to be used for a certain purpose (e.g. scientific research)”. The semantic volumes of the two words are the same, which means that the prototype and the borrowing are in a relationship of equivalence.

Дысконт means a discount off the price of the goods. *Маўляў, невялікі дысконт ён зрабіць можа, але канчатковы кошт 50 рублёў — гэта ўжо замала* [1]. The prototype for this borrowing is the English “*discount*”, an amount subtracted from the normal price of goods. The semantic volumes of the two words are the same, so the prototype and the borrowing are in a relationship of equivalence.

Дэфолт is failure to fulfil monetary obligations. *Калі Вярхоўная Рада не прыме законы для падтрымкі эканомікі, адзін з якіх прадугледжвае дапамогу на \$10 млрд ад міжнародных партнёраў, Украіне пагражае дэфолт* [1]. The English prototype “*default*” is the fact of not paying interest or other money due on time. The semantic volumes of the prototype and the borrowing are identical. It follows that *дэфолт* and *default* are in a relationship of equivalence.

The process of semantic adaptation of words often ends in a change in the word's semantic volume. It may expand, contract or remain unchanged. A semantic equivalence relationship is a type of relationship in which the semantic volumes of the prototype and the borrowing are equal. This type of semantic relationship is mainly common in the terms *гіпермаркет*, *грант*, *дысконт*, *дэфолт*.

Результаты получены в ходе выполнения научно-исследовательской работы «Семантическое освоение германизмов в белорусском языке (на примере электронных СМИ)» в рамках выполнения студенческого гранта Министерства образования Республики Беларусь (№Г/Р 20220470).

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SYNTACTIC MEANS OF SPEECH INVOLVEMENT IN MEDIA DISCOURSE

Синтаксические средства речевого вовлечения в медиадискурсе

The purpose of this study is to identify syntactic means of speech involvement in the articles of the online magazine "The Voice" (TV) and to determine their pragmatic functions. The analysis was carried out within the media discourse by studying the publications of the magazine mentioned above on various topics: fashion, beauty, astrology, health, news, psychology, culture, etc.

In the work of P.A. Katyshev and A.G. Zhukova, speech involvement is interpreted as the involvement degree of communicants in conversation, situation, interaction. To effectively involve the addressee in speech interaction, a certain set of language tools is used. In written discourse, there are a large number of ways and means at different levels of language that implement engagement. According to L.R. Duskaeva's classification, these include lexical, morphological and syntactic linguistic means reflecting the orientation of the author to the addressee. The syntactic means used to engage the reader include special constructions: incomplete and elliptical sentences, truncation, positional-lexical repetition, parcellation, inversion, exclamation sentences, rhetorical questions and interrogative constructions.

The analysis of 40 publications for 2022 of the online magazine "The Voice" reveals that most of the identified means of speech involvement consists of the following syntactic units: interrogative constructions, rhetorical questions and exclamation sentences.

Exclamation sentences stimulate the reader's attention, reinforcing the certainty of an expressive statement that arise on the basis of previous statements: *5 mistakes when choosing a sweater that add age and weight to women over 45 — you should know about*