

Latin borrowings continue to be actively assimilated, they change their sound, spelling and semantics, adjusting to modern English.

It must be understood that the process of assimilation is not random and unpredictable, but a natural and constant desire to adapt to the laws of the English language and culture.

In conclusion, it should be noted that borrowings do not "clog" the language, but rather replenish its lexical vocabulary.

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MANAGEMENT PLAN AS A TOOL FOR COMMUNICATION OPTIMISATION

План управления как средство оптимизации коммуникации

Communication is an important tool for ensuring that employees perceive their roles, rights and responsibilities, as well as a necessary condition for the successful achievement of the organizational goals. In the modern business context, companies should solve a wide variety of tasks, including increasing production efficiency, developing strategies and tactics of the company's behaviour in the market, ensuring the competitiveness. The complication of market processes and the development of information technologies cause radical changes, which today create new values, change technologies for communication. According to M.V. Kaimakova, «management experts believe that 63 % of English, 73 % of American, 85 % of Japanese managers single out communication as the main condition for achieving the effectiveness of their organizations, and the managers themselves spend from 50 to 90 % of their time on it» [1, p. 7]. Many modern organizations use a project approach to achieve their business goals. Project can be defined is «temporary endeavor undertaken to create a unique product, service, or result Projects are undertaken to fulfill objectives by producing deliverables» [2, p. 4]. One of the main areas of project management is communication management. Project communication is an exchange of information aimed at creating mutual understanding between the sender and the recipient within the framework of a specific project.

The Project Management Institute (PMI) reported in the Pulse of the Profession (2013 a) that poor communication is the number one reason why projects fail [3]. White & Fortune, in their empirical study of project management practices, compiled a list of the most important factors for project success, and "clear communication channels" were the number 6 factor on this list [4]. Project communication management ensures timely and proper

identification, analysis, storage and disposal of project information. The success of the project depends on a clear and structured communication plan that meets the needs of the team. The communication plan is a significant part of the project management plan, which describes how the communication of the project will be planned, structured, implemented and monitored for effectiveness. Its main purpose is to maintain an established communication process throughout the project lifecycle. The plan is a concise, structured and comprehensive document which content includes only what is necessary to define, plan, execute, control from the point of view of project communications. The document focuses on the specific needs of stakeholders.

The communication plan should be documented with varying degrees of breadth, depth and formality to meet the requirements of the project. For small, simple projects, a detailed communication plan may be redundant. For a large complex project, it requires considerable depth and formality of documentation. The key task is to determine which stakeholders can have access to the communication plan so that everyone knows who participate in the project, what are the main goals and what is needed to do to achieve them. The communication plan includes the following structure:

- *stakeholder elicitation and analysis* includes identifying the characteristics of key stakeholders, their interests in relation to the project objectives or the problems that the project seeks to solve. The communication plan contains also information about conflicts of interest between stakeholders to help manage the relationship during the project lifecycle;

- *stakeholder management* implies the identification of channels, preferences and frequency of the communication and the involvement of stakeholders in this process. If project information is transmitted using secure means or through the company's internal resources, all interested parties need to have access to receive information about the project;

- *escalation process*. The risks associated with resource conflicts, ill-defined roles and responsibilities require higher-level intervention. Escalation is a method that should be documented in project plans. Escalation is most effectively carried out through a phone call or a face-to-face meeting. Escalation executed via email may delay conflict resolution if the email is read late or interpreted by the recipient differently than the sender intended.

Thus, according to the results of the study, the communication plan ensures mutual trust between the members of the project team, eases the workload and creates a harmonious working environment. Effective communication helps to ensure the rapid transfer of information between members of the project team, effective search for solutions that meet the needs of the business. Communication is the key to informing team members, managers and stakeholders and to achieving project goals, to identifying problems, risks, misunderstandings and other problems that hinder the completion of the project.

References

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BLEND VS БЛЕНД IN THE MAIN MODULE OF THE RUSSIAN NATIONAL CORPUS

Blend vs бленд в основном модуле Национального корпуса русского языка

Translanguaging, when inclusions from different language(s) are used in communication in a certain language, is considered to be the prominent feature of the modern linguocultural environments. The aim of this paper is to reveal whether this statement is true. For this purpose the lexeme *blend*, which is considered to be one of the newer borrowings in the Russian language from English, has been chosen and possibilities of the main module of the Russian National Corpus (RNC for short) used in order to show when and how this lexeme is used in Russian texts: as an English inclusion or as a borrowing written in cyrillics.

The creators of RNC introduce this electronic resource in the following manner: «The Russian National Corpus represents both the language of previous eras and the modern Russian, in its sociolinguistic varieties: standard, substandard, colloquial, dialectal. The RNC includes, in particular, fiction texts (prose, poetry, drama, recorded movie dialogues) of a cultural as well as linguistic significance. But RNC is by no means only a corpus of belles-lettres or a model of exemplary language. The collection of the texts represents speech genres in all their diversity: memoirs, essays, journalism, popular science and