

манаўтаў, дом 2 (Віцебск) з зялёнымі сценамі; *Чарнільніца* – дом № 28 па вуліцы Леніна (Віцебск) названы так з-за сіняга колеру, у які доўгі час быў пафарбаваны яго фасад.

Да другой падгрупы мы аднеслі найменні *Белыя Дамы* – дамы ў раёне вуліц Камуністычнай і Гараўца атрымалі сваю назву праз светлы колер сцен (Віцебск); *Сіні Дом* – дом № 28 па вуліцы Леніна, які доўгі час быў сіняга колеру; цікава, што зараз сцены дома ружовыя, аднак гараджане па-ранейшаму называюць яго сінім (Віцебск).

Такім чынам, неафіцыйныя назвы, дадзеныя па колеры аб'ектаў, нярэдка з'яўляюцца вынікам пэўных асацыяцый: *сіні* – *чарніла* – *Чарнільніца*, *жоўты* – *жаўток* – *Жалткі*. Асобныя найменні проста называюць былы (Сіні Дом) або сучасны (Белыя Дамы) колер сцен будынкаў і пазбаўлены якіх-небудзь пераносных значэнняў. Ва ўсіх зафіксаваных намі прыкладах у аснову назвы пакладзены колер менавіта сцен (а не даху, дзвярэй і інш.) аб'ектаў намінацыі.

Фіксуюцца адзінкавыя прыклады найменняў у форме множнага ліку. Усе назвы другой падгрупы з'яўляюцца спалучэннем «якасны прыметнік» + «назоўнік».

Прымяненне прынцыпаў намінацыі афіцыйнай урбананіміі Беларусі ў дачыненні да неафіцыйнай урбананіміі выяўляе, што ў групе неафіцыйных назваў, дадзеных па колеры аб'ектаў, з чатырох прынцыпаў намінацыі дамінуе толькі адзін – намінацыя аб'екта па ўласцівых яму асаблівасцях і якасцях [1, с. 92]. У прааналізаванай групе не выяўлены прынцып назвы аб'екта па сувязі з чалавекам, назвы аб'екта па адносінах да іншых значных аб'ектаў (у іншых семантычных групах гэтыя прынцыпы прадстаўлены даволі шырока), па сувязі аб'екта з абстрактным паняццем (у іншых групах дамінуе).

Літаратура

1. Белорусская ономастика. Топонимия : учеб. пособие для студентов учреждений высшего образования по филологическим специальностям / А. М. Мезенко [и др.]; под общ. ред. А. М. Мезенко. – Минск : Элайда, 2012. – 260 с.

The problems of the Minsk hotel industry

*Конончик А. С., студ. II к. БГУ,
науч. рук. ст. преп. Костерова Н. А.*

Today there are over 44 hotels with 5785 rooms in Minsk and 15 facilities are being built now in and they will provide about 4300. That's why it's really important to analyze the situation in the Minsk hotel industry. And it's also necessary to make a forecast about its development in the near future.

It's necessary to understand that only 3 hotels in Minsk are 5 stars, 5 hotels are 4 stars, 23 are 3 stars, 12 are 1 and 2 stars ones.

Despite 2014 World Championship which caused rapid growth of hotel construction in Minsk, Belarus hotel market hasn't formed a well-balanced market mechanism yet.

The main problem is the disequilibrium of the market, which nobody tries to solve. Furthermore nobody wants to notice it.

Little is done to stimulate the growth of inbound tourism. It is going to be only 6 %, as it was before. There is no comprehensive programme how to attract visitors to the country after closing of the Championship. Belarusian authorities applied for hosting other sport events, but these occasions don't solve the problem.

One of the obvious negative features of Minsk hotel market is inconsistency between the price and existing demand. Inflated prices of Belarusian hotels have been discussed many times. There was a slight decrease in prices after new hotels had been put into operation, but still they are too high and don't comply with demand. At the same time government representatives, responsible for the market development, say that prices have leveled with the prices of neighboring countries. But prices are dictated by demand and it is the main law of every market.

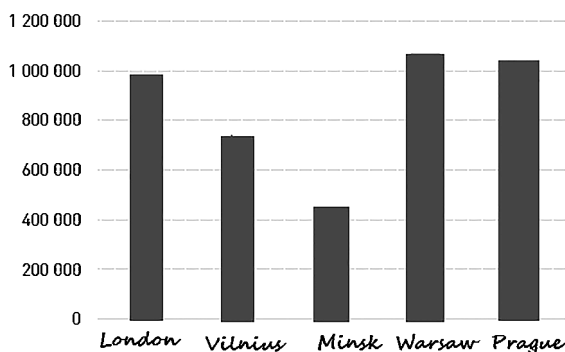
Let's take for example hotel prices in some European cities. The average price per room in a 3-star hotel in London is 60 euros (in a four-star hotel – 117), in Prague – 55 and 95, Vilnius – 50 and 91, Warsaw – 65 and 100.

But considering the demand, the number of tourists who visit hotels during a year, living standards of the countries prices are well-balanced except Minsk. Here the disproportion between a rather modest demand and high prices is much higher than in the other European cities. The occupancy of the hotels in Minsk is 61.2 %, London – 82.4 %, Prague – 69.3 %, Vilnius – 85.3 %, Warsaw – 66.5 %.

	Minsk	Vilnius	Prague	London	Warsaw
The number of Hotels	44	69	382	352	70
The cost of living in hotel 3*	SNGL 75€	SNGL 50€	SNGL 55€	SNGL 60€	SNGL 65€
	DBL 102€	DBL 75€	DBL 89€	DBL 80€	DBL 95€
The cost of living in hotel 4*	SNGL 147€	SNGL 91€	SNGL 95€	SNGL 117€	SNGL 100€
	DBL 185€	DBL 130€	DBL 140€	DBL 145€	DBL 130€

All rooms	5 783	5 700	32 000	42.720	10 300
The used capacity (%)	61.2	85.3	69.3	82.4	66.5

Also the number of tourists in Minsk hotels in 2014 was only 400 000. At the same time there were 970 000 tourists in London, 1 040 000 – in Prague, 710 000 – in Vilnius, 1 050 000 – in Warsaw. As a result there is a low level of occupancy in our hotels.



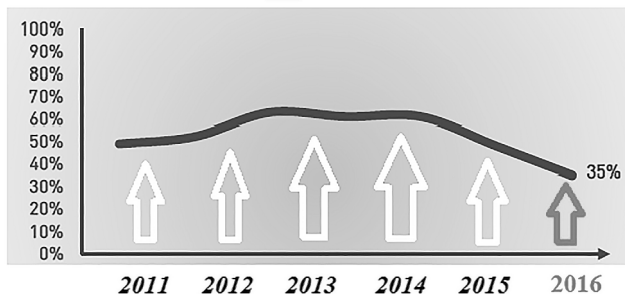
Another problem of the Belarusian hotel market is its major player – the government: Public administration is always notable for low level of management. This is a fairly common point of all the countries. None of the other players have tried to analyze the market and as a result to change something for the better. Moreover, the government strongly resists when consulting companies try to carry out such analyses. It has announced its intention to attract more foreigners into the country and such provide occupancy of the hotels. But taking right decisions and putting them into practice don't necessary go together. The latter will take a long time, considering that until now the measures taken haven't led to significant results.

Many foreign investors and worldwide operators wouldn't have the opportunity to enter the Belarusian hotel market, even if they wanted to do it. Because there is no such market in Belarus, if we imply the generally accepted meaning of this word. The whole point is Belarusian features of public administration in hospitality industry. International operators or investors should estimate the market before entering it.

It is necessary to know the current occupancy of hotels. But we don't know it. We have some pieces of information, but generally hotels occupancy is positioned as state or commercial secrets.

This situation is quite strange, as long as worldwide information about hotel occupancy is publically available. Information, its availability is one of the key parameters, which serve the market.

If all the current trends will continue, the occupancy of Belorussian hotels will decrease to its critical level – 27–35 % – by the end of 2016. When the load equals 30 %, the hotels operate at a loss and anti-crisis measures will have to be taken.



In conclusion, I want to say that thanks to 2014 World Championship there was a push for tourism development in Belarus. But our hotel market is slow-paced and it pays back slowly, In order to improve the situation, the price setting must be flexible and disproportion between supply of expensive accommodation and demand for cheaper one should be taken into account.. So authorities have to make significant efforts to set up a comprehensive programme to encourage inbound tourism which will in turn improve the situation on the hotel market in Belarus.

Культурно-специфические особенности прощальной речи Билла Клинтона при реализации категории эмотивности

*Коренчук А. С., студ. IV к. БарГУ,
науч. рук. Манкевич Ж. Б., канд. психол. наук*

Уходя со своего поста, каждый президент хочет остаться в памяти мировой общественности лучшим. Немаловажную роль в формировании желаемого образа играет его прощальное обращение к народу. В некотором роде такое обращение даже сложнее построить, чем инаугурационную речь: здесь слишком тонка игра эмоций, характера и языка.

В рамках проводимого нами исследования тщательному лингвистическому анализу подвергаются именно прощальные обращения президентов США разных эпох. На сегодняшний день данное направление достаточно актуально, поскольку в последнее время интересы лингвистов все чаще направлены на изучение «человека чувствующего» [1].

Приведем некоторые результаты анализа прощальной речи Билла Клинтона.