

полнение языка происходит по мере возникновения новых реалий, и в наше время глобальных исторических изменений трудно противостоять «волне англицизмов». Тем не менее необходимо формировать лингвистическое сознание в обществе, люди должны осознавать влияние изменений в языке на национальную культуру, и быть в состоянии конструктивно оценивать эти изменения с точки зрения их полезности и правильности.

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## Analysis of English Neologisms in Tourism

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Tourism is a developing field of human activities, and neologisms formation also takes place here: the formation of new types of tourism, of new touristic companies, spots of tourist attraction, etc. Nowadays the great majority of neologisms in tourism come from English-speaking countries. That is mainly because of the fact that the English language is an international language of business. Due to the processes of globalization these neologisms are spread and are used all over the world, including non-English-speaking countries. Nevertheless, it should be mentioned that some neologisms in the English language (and in tourism as well) are formed not only in English-speaking countries [2].

In the given article we are going to examine neologisms in the field of tourism, which appeared in the 1990s and later. We have chosen the most commonly used lexical units in tourism terminology, dictionaries, articles on tourism being used as a source.

The major ways of word formation in English are as follows: a) creating absolutely new words, b) adding new senses to already existing words, c) combining, d) shortening and e) blending.

In tourism the majority of neologisms created by adding new meanings are collocations. These are mainly the names of new types of tourism as well as the names of new tours. [1] For example: extreme tourism is a type of tourism with visiting dangerous places or taking part in dangerous events; grief tourism is a trip

to the places of tragedies as a sign of a grief. The example of the name of a new tour is a communist tour. This is a tour to the countries of Central and Eastern Europe created to tell tourists about the inheritance of socialistic period in these countries.

One of the most productive sources of new words is to combine existing words or word parts (morphemes) into a new form. [1] Such combinations are said to be of three types: 1) adding an affix (prefix or suffix), 2) using compounds and 3) using derivatives. One of the types of combining with adding an affix is combining with the use of prefixes. It can be found in such examples as **minibreak** (a short vacation, which lasts two or three days), or **nanobreak** (a budgetary trip, which lasts only for one day and includes one night in a hotel). Another type of combining is combining with the use of suffixes. This type can be found in a word **togethering**, which means “having a vacation with relatives”. All these types of tourism have appeared during the last decades and their appearance is connected with the consequences of the recent economic crisis.

Joining two or more bases leads to the formation of compounds, which is the most numerous type of combining. One of the most productive types of compounds are suffix-like and prefix-like compounds. Such compounds are made by combining two words in one and adding a suffix or a prefix. The word **low-cost**, formed from the words low and cost and an added suffix -er is an example of such compounds. There are also other ways of combining words, e.g. using classical compounds (with borrowing a word from Greek or Latin), letter compounds (with adding a letter), alphanumeric compounds (with adding a number). [3] But in tourism such ways of neologisms formation are used very rarely.

Word shortening in the English language can be done in many ways, such as clipping, using acronyms or phonetic elision. The usage of acronyms is more often. Acronyms can be found in such terms as BB (Bed & Breakfast), FB (Full Board), etc. Quite a new field of touristic industry called MICE (Meetings, Incentives, Conferences, Exhibitions) is also an acronym. [3]

The process of simultaneous combining and shortening is called blending. There is a great number of examples of such words: **paliday** (pal + (hol)iday) is a vacation with staying at relatives or acquaintances, **transumer** (tran(sient) + (con)sumer) is a tourist who spends a great amount of money on shopping during his/her journey.

It is worth mentioning that nowadays the development of the Internet brought to life the existence of new website names. A great amount of new websites have appeared, including those, which provide services on booking rooms in hotels, selling tickets on airlines, etc. All those websites have their own names, which, in fact, are (or, at least, used to be) neologisms. The examples can be: booking.com (a system of online booking of hotels); anywaynyday.com, onetwotrip.com (allow to buy a ticket on the plane or a car, book a hotel, rent a car, etc.), etc.

In this article five main types of word formation in the field of tourism and tourism industry have been examined and the following conclusion can be made. Despite the fact that most English words are made by combining, the majority of words used in tourism industry are made by blending. The most frequently used type of blending is blending with one element clipped. The other quite productive ways of neologism formation in tourism industry is using the already existing words with new senses. Combining is used in tourism rarely. The usage of shortening in the tourism industry neologisms can be found in acronyms, mainly in the names of standards of hotel service. In other fields of tourism their usage is quite rare. At the same time neologisms of new website names are common in tourism.

### **Литература**

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## **Мифосемантика и функциональность ворона в белорусской заговорной традиции**

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При народной классификации птиц внутри группы, как на славянском материале показал А. В. Гура [1], отчетливо проявляется категория «чистый – нечистый», в большинстве случаев совпадающая с оппозицией «хищный – нехищный». Ворон относится к нечистым птицам, попадая при этом также в категорию хищных, вредоносных. Часто ворон в славянской традиции – предвестник зла, смерти, неудачи. Цвет вороньего оперения мифопоэтическое мышление связывает с отнесенностью ворона к миру смерти, демонов. Черным, демоническим цветом птица или любое другое существо маркируется, получая при этом особую характеристику «нечистый». Библейская трактовка объясняет черный цвет как проклятье, посланное Богом за то, что ворон, будучи выпущенным из ковчега, не вернулся обратно, вместо этого принявшись поедать падаль. Ворон пугал людей не только черным цветом, но и резким криком, раздающимся возле жилища. Крик ворона предвещал неудачу, беды или вовсе скорую смерть. Поэтому его запугивали, насылали проклятья.