

‘оставшаяся на корню часть ствола спиленного, срубленного или сломанного дерева’; *болван* ‘бестолковый, глупый человек’ ← *болван* ‘деревянная, картонная и т.п. форма, на которую натягивают головные уборы, парики, расправляя и изготовляя их’ ‘кароткае, тоўстае бярвяно’.

Анализ синонимических рядов семантических коррелятов с семей «неповоротливость, неуклюжесть» русского и белорусского языков дает основание полагать, что в белорусской языковой картине мира неуклюжий и вялый человек представляется более пассивным существом, чем в русской, поскольку все белорусские слова, зафиксированные в границах нашего материала и обладающие ВФ (*мяшок, пяхцер, мяла, цяльпук, калода*), представляют собой семантические дериваты, в основе которых лежит сопоставление с неживым объектом. В то же время среди их русских коррелятов встречаются такие, ВФ которых указывает на движения, лишённые изящности (*увалень* ← *валяться* ‘переворачиваться, перекатываться с боку на бок’), или существ, характеризующихся таким движением (*тюлень* ← *тюлень* ‘морское ластоное млекопитающее’).

На основании анализа ВФ оценочных номинаций лиц с семей «неповоротливость, неуклюжесть» можно утверждать, что как в русской, так и в белорусской языковых картинах мира наблюдается общий мотив уподобления неуклюжего, неповоротливого человека тяжелому, трудно вовлекаемому в движение предмету. В отличие от белорусских, некоторые русские корреляты отмечают слабую динамику в поведении неуклюжего человека. Такое физическое свойство древесины, как негибкость, послужило основой для отдельных наименований неловкого человека в белорусском языке.

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### Market competitiveness

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It's no secret that the labor market has become very competitive. More and more people improve their qualifications in search of well-paid jobs. If you don't like something at work, another 100 people claim your place.

The reasons that cause competitiveness are very diverse. 14% of the workers believe that competition is most often due to higher salaries, bonuses and benefits. The salary is greater, some want to work harder, get more, others are happy with what they have. 10% note the struggle for customers, orders and the amount of work. 9% call career growth and promotion. 8% – the desire to prove oneself the best, to attract the attention of superiors. 5% mention quality of work. “Everyone is trying to do their job better,” they add. 2% identify leadership in the team as the reason. 1% mentions a desire to save a job, specifying that most often this happens “when there is a rumor about a reduction”, as well as “because of a fear of losing a job”. Another 2% put forward several versions of the reasons for the rivalry: “we have a creative team – there are different ideas, and as a result there are a lot of disagreements”. And only 1% noted that it is necessary to work in a friendly team.

As can be seen from the given percentage, competition has become an integral part of our lives. But competitive environment is characteristic not only for employees, but also for entire companies.

Competition-based war between Microsoft and Apple can be taken as an example. In an attempt to gain consumer favor and increase net profit, corporations deliberately go into conflict with their competitors. For more than a decade, Apple and Microsoft have been embroiled in a marketing confrontation, also known as the «total war of commercials». Despite the fact that both corporations were founded many years ago, the beginning of their war was 2006. Apple has launched a series of commercials called Get A Mac. The duration of the videos was no more than 30 seconds, characters exchanged catchy phrases with soft, but very accurate humor. The conclusion was always the same: Apple products are consistently better.

All this time, Microsoft preferred to remain silent, however, any patience sooner or later comes to an end. In 2008, an «I’m a PC» advertising campaign was launched, its heroes are ordinary people and some celebrities. The main goal of Microsoft was to prove: PC is your reliable assistant no matter what you do: design buildings, grow a beard or swim with sharks.

This point is connected with unfair competitiveness, but it is quite real to avoid it. The best we can do is start with ourselves. Ask yourself a question, what needs to be done to keep the position and stay competitive?

Continuous development is the key to success. Attend special courses, seminars, use self-development at home, get a second higher education, go to an internship to another country. Living in the 21st century gives you a lot of opportunities to find a lot of information just using your computer.

Set realistic goals and do your best to achieve them. Make to-do list every day to stay productive and not to forget something. This will help you to achieve your goals and to make steps on the career ladder.

You should know how to work as a part of a team. Improve a skill of delegating tasks, be friendly and positive, but at the same time don't forget about formality and professionalism. Be interested in different department's problems to make sure you know about everything happening in the company.

Be enthusiastic. Don't be shy and calm. You shouldn't be scared of expressing your ideas for example on how to improve the company. Don't be scared of trying something new, accepting challenges will help you to be comfortable with being uncomfortable.

What concerns Belarus in general, the government is doing its best to support the initiative of small and medium business. In addition to the usual loan programs of Belarusian banks, our country provides support for small businesses, including preferential lending. But, to receive such support companies will have to take part in the competition, which I want to attribute to market competitiveness as well.

In conclusion, in order for the competition to bear fruit of a positive nature, it is necessary to follow certain rules of the game and apply them taking into account the individual characteristics of the company and its team. The right course of movement will help not only improve corporate results, but also bring your results to the market.

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## **Особенности японского телефонного этикета**

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Японский телефонный этикет формировался в соответствии с такими специфическими особенностями культуры страны, как групповой образ жизни (принадлежность к группе), строгая иерархизация общества, уважительное отношение к возрасту, различное положение мужчин и женщин, а также рядом этикетных норм делового общения, принятых в Японии. Рассмотрим их на примере телефонной беседы работников фирмы [2].