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## **USING THE ENGLISH LANGUAGE FOR DEVELOPING THE ALTAY CAMPING SITE PROJECT**

The English language is known to be used for both general and special purposes nowadays [1]. Our project is dedicated to using the English language means for developing the tourism industry project [2]. It is up-to-date to consider linguistics as a promising science for developing different non-linguistic spheres and areas of economy. A camping-site is known as either a separate building or a number of buildings for tourists` accommodation, nutrition, cultural and social service organization. Our research purpose is to use the English language means for developing the camping site project in the Altay Mountains that is of the greatest relevance, because firstly, each person has got many both high and low- order requirements. The former includes physical as well as mental health. The latter comprises getting knowledge, education and new experience.

The first way to advertise the project is writing essays. Here is the example: *«The Altay Mountains are the absolute opposite to noisy cities with their illumination and supermarkets. Its life-order has not practically changed for centuries. Like it was many centuries ago, we can see horses pasturing there. In order to refresh yourself it is possible to have a drink of cool water out of the mountain stream. It is possible to take a deep breath of air filled with the Altay herb aroma»*. This area also gives us a lot of knowledge not only in agriculture, but also in history. The Altay Mountain ancient history is striking in its educational potential. The great Silk Road Northern tract along which both merchants and shamans travelled used to pass on the modern Chui tract site. Therefore it is not surprising that the oldest pile carpet has been found in

the Altay. Many peoples including Scythians, Sarmatians, and Turks have been living there since ancient times. They left their drawings that represent hunting scenes, an ancient calendar and also the longest inscription in Russia in ancient runes. We can also learn much about the local people`s traditions. We suppose artistic speech that is full of metaphors, epithets and comparisons enable people both to learn the most beautiful variant of English and to get interested in the tourist project.

The second way to advertise the project is to make a good presentation that is full of colorful pictures as well as technical terms naming the facilities and conveniences for recreation. Here is the example: *«The houses built for tourists are one-story and modern. The material used to build them is termed as foam concrete block. All its strong points are due to its high heat resistant level. The solution used for the block formation includes water, sand, cement and foam-generators. Another foam concrete block pro is that it can be considered as an ecologically- friendly material. We are planning to arrange the so called clever- house system. Let us discuss its main operation principle. Video-cameras are installed inside. Being the main adventure and extreme fans, our tourists can observe everything taking place in their houses by means of their smart phones»*. We can understand that different speech styles, such as artistic, colloquial, technical is able to contribute to advertising different non-linguistic areas of life.

Therefore our research is of great practical importance because its outcomes contribute to several sciences including linguistics, ecology, education, medicine, psychology, art-studies.

## References

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2. Chilingaryan K. P. English for special purposes (ACC) in the modern world/K. P. Chilingaryan //International Journal of Experimental Education, No. 3, 2014, pp. 145-150.