

В группе студентов, у кого количество уникальных рисунков не более одного, отмечено более частое применение стратегии «непрямые действия» в борьбе со стрессом ($R_{sum1}=846,5$ $R_{sum2}=1044,5$ $U=303$ $p<0,05$). Студенты, проявившие более высокие показатели невербальной креативности, более открыты и обладают гораздо более высоким потенциалом разрешения сложившейся стрессовой ситуации, обладают более мощным ресурсом, позволяющим находить множество вариантов разрешения стрессовой ситуации, что исключает необходимость прибегать к уловкам, обману, манипулированию другими людьми.

С помощью коэффициента ранговой корреляции Спирмена (R) была обнаружена значимая слабая прямая связь между переменными «индекс оригинальности рисунков» и «ассертивные действия» ($R=0,26$ $p<0,05$). Можно сделать вывод о том, что творческое мышление способствует активному совладанию со стрессовой ситуацией.

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THE HISTORY AND SOME PECULIARITIES OF TURKIC LANGUAGES

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Turkish, the language of modern Turkey, is spoken by about 60 million people. Turkish belongs to the Turkic branch of the Altaic language family. The Altaic language family includes the Turkic languages, Mongolic languages, Tungusic languages, Korean and the Japonic languages.

The Turkic languages include Turkish, Azeri, Turkmen, Crimean Tatar, Bashkir, Krymchak, Kazakh, Uzbek, Kyrgyz, Altay, Yakut, Tuvan and others.

Turkic languages are distributed over a vast area in Eastern Europe and Central and North Asia, ranging, with some interruptions, from the Balkans to the Great Wall of China and from central Iran (Persia) to the Arctic Ocean [3].

The earliest Turkic inscriptions date from the 7th century C.E. and go back to Mongolia. In the 10th century the Turks had begun to convert to Islam and to adopt the Arabo-Persian alphabet. In the 11th century under the leadership of the Seljuk dynasty they overran Persia. Persian became the language of administration and literary culture (Persian borrowed many words from Arabic). This hy-

brid language became the official language of the Ottoman dynasty. Until 1922 the language of Turkey was known as *Osmanlıca* or *Ottoman Turkish*.

The downfall of the Ottoman dynasty made it necessary to find a new name to distinguish this language from all other members of the same linguistic family. Formally the language is called *Türkiye Türkçesi* (*Turkey -Turkish*).

With the establishment of the Republic Mustafa Kemal Atatürk wanted his people to turn their backs on their Asian past. In 1928 he introduced the Latin alphabet in place of the Arabo–Persian. The Turkish Language Society (Türk Dil Kurumu – TDK) made up a list of pure Turkish words (Öztürkçe). Gradually the language reform reached the Press, schools and the general public.

The Turkic languages show close similarities in phonology, morphology, and syntax.

The most characteristic features of these languages are:

1. *vowel harmony*(vowels within a word follow certain harmonic patterns);
2. *agglutination*(a process of word formation in which morphemes, each having one relatively constant shape, are combined without fusion or morphophonemic change, and in which each grammatical category is typically represented by a single morpheme in the resulting word, especially such a process involving the addition of one or more affixes to a base, as in Turkish, in which *ev* means “house,” *ev-den* means “from a house,” and *ev-ler-den* means “from houses”);
3. no definite articles;
4. no grammatical gender;
5. no prepositions;
6. *word stress*, mostly consisting of high pitch, tends to fall on the last syllable in modern Turkic languages [2].

Turkic has been influenced by a number of different contact languages. The Turkish language has loan words from Arabic, French, English, Italian and some other languages.

Turkish has 8 vowels (4 front vowels (e, i, ö, ü), 4 back vowels (a, ı, o, u), 4 high vowels (i, ı, u, ü), 4 low vowels (e, a, o, ö), 4 rounded vowels (o, ö, u, ü), 4 unrounded vowels (a, e, i, ı).

An interesting feature of Turkish is that there is no gender. The same word “o”, for example, means “he”, “she” and “it”.

Turks generally call each other by their given names. For example, a man whose name is *Ahmet Kuran* would be called *Ahmet bey* (bey = Mr.), and his wife whose name is *Ayşe Kuran* would be called *Ayşe hanım* (hanım = Mrs.). Good friends drop the “bey” and “hanım”. But a letter would be addressed to: *Bay ve Bayan Kuran* (Mr. and Mrs...).

Turkish word structure is characterized by possessing rich possibilities of expanding stems by means of relatively unchangeable and clear-cut suffixes, of which many designate grammatical notions.

Turkish nouns can take endings indicating the person of a possessor, case-endings, plural endings. For example: *ev* – house, *evler* – the houses, *evin* – your house, *evimde* – at my house.

Turkish verbs indicate person, can be made negative or im/potential, can be progressive, future, present, past, conditional, imperative. For example: *gel* – to come, *gelme* – not to come, *geleme* – not to be able to come, *gelebil* – to be able to come.

What concerns Turkish adjectives, most of them can be used as nouns and adverbs.

The Turkish language has got 6 cases: Nominative/absolute -Ø (*Ahmet*), Accusative/objective – (y)I (*gazete-yi, the newspaper*), Dative – (y)A (*konser-e, to the concert*), Locative –DA (*büro-da, in the office*), Ablative – Dan (*iş-ten, from work*), Genitive –nIn (*Ali`-nin, Ali`s*).

Postpositions, corresponding to English prepositions, are placed after the words they mark functionally. Attributes do not agree in number or case with their heads.

Turkish grammar is complex, but also quite regular [1, P. 117–122].

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МАРКЕТИНГОВЫЕ ВОЗМОЖНОСТИ РЫНКА САНАТОРНО-КУРОРТНОГО ПРОДУКТА РЕСПУБЛИКИ БЕЛАРУСЬ

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Текущие рыночные преобразования отразились на функционировании всех отраслей народного хозяйства, особенно на сфере услуг. Возрастание роли услуг в современной экономике, в первую очередь, связано с насыщением рынка товарами повседневного спроса, ростом уровня жизни, появлением у населения большего объема свободного времени, которое можно использовать на себя и на благо семьи. Все это дает возможность говорить о возрастающей роли услуг санаторно-курортного продукта в силу их функциональных особенностей в структуре общественных потребностей. Санаторно-курортные организации отрасли стремятся к расширению объема предоставляемых платных услуг, включая их экспорт на внеш-