

Методика обучения словообразованию на основе коммуниктивно-когнитивного подхода включает использование словообразовательных моделей современного английского языка. Моделирование процессов словообразования на базе графических организаторов способствует визуализации структур значимых мыслительных действий, помогает воспроизвести целостность изучаемого объекта, глубже изучить его внутренние связи, функционирование отдельных компонентов, сохранить эту целостность на всех этапах работы над лексическим материалом.

Использование англоязычных словообразовательных моделей позволяет развивать умение использовать языковые средства адекватно ситуации общения учащимися. Следует отметить, что наглядность процессов словообразования содействует порождению грамматически и лексически грамотно оформленной речи.

ЛИТЕРАТУРА

1. Учебная программа для учреждений общего среднего образования с русским языком обучения: иностранные языки (английский, немецкий, французский, испанский, китайский). III–XI классы. Утверждено Министерством образования Республики Беларусь. – Минск : НИО, 2012. – 131 с.
2. Кубрякова, Е. С. Словообразование / Е. С. Кубрякова // Лингвистический энциклопедический словарь / гл. ред. В. Н. Ярцева. – М. : Большая российская энциклопедия, 2002. – 511 с.

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THE UK BREXIT VACILLATIONS AND THEIR SOCIO-CULTURAL CONNOTATIONS

As a result of the UK referendum Britain's membership of the European Union held on 23 June 2016 Leave supporters won by 52 % with more than 30 million people voting.

The former Home Secretary Theresa May took over from David Cameron who resigned thus becoming the new Prime Minister of the UK. The incumbent Prime Minister was set to tackle awesome problems which the country faced with its departure from the European Union ending a 44-year political and economic union. Britain joined the European Union only in 1973. Moreover, one should remember that in the 2016 referendum Northern Ireland and Scotland voted to remain. About 33 % of the British public according to the largest opinion polls want the UK to leave the EU. They believe Britain is being held back by the EU which they say imposes too many rules on business and charges billions of pounds a year in membership fees for little in return. They also want Britain to take back

full control of its borders and reduce the number of people coming to Britain to work. Today in the UK 3,2 million EU citizens live and work and the estimated 1,2 million Britons live in the EU countries.

Among those living in Britain the Poles are most numerous (over one million) followed by those from the Irish Republic, Romania, Portugal, Italy and other European states, especially from Eastern Europe.

Perhaps the greatest uncertainty associated with leaving the EU is that no country has ever done it before so no one can predict the exact result.

As regards big business with a few exceptions tends to be in favour of Britain staying in the EU because it makes it easier for them to move money, people and products around the world. Many small and medium – sized firms want a cut in red tape and what they see as petty regulations.

The British Chambers of Commerce says 55 % of members back staying in a reformed EU.

The border issue between the Irish Republic and Northern Ireland where there was free movement of people and goods between the two countries is another headache to be dealt with as the Republic of Ireland remains in the European Union while the UK withdraws.

The UK government cannot disregard the fact that in the UK referendum Northern Ireland voted to remain in the European Union. Thus the border issue is to be tackled with regard to the interests of all parties involved.

When the results of the June 2016 referendum became known, David Cameron resigned as the Prime Minister and leader of the Conservative Party. He was very critical of the terms of British Membership in the European union but always opted to remain in the Union. He was replaced by Theresa May, who won the Conservative Party leadership contest and became the new Prime Minister, facing a bundle of problems as to what type of Brexit the country should choose. Academic studies suggest that even the “softest” option – Norwegian-style membership in the European Economic Area-would cut trade by at least 20 % over ten years, whereas the “hardest” exit would reduce trade by 40 %, and cut annual income per person by 2.6 %. The elections showed that British voters are sick of austerity. The June 2017 elections came as a shock for Theresa May. Though the Conservative Party retained its majority, it was faced to sign a humiliating “confidence and supply deal” with the Democratic Unionist Party in Northern Ireland. This was not a full coalition, but an agreement which sees the smaller party support the larger party in key votes such as the budget. Otherwise the government would have to resign. The June 2017 elections left the Prime Minister without a parliamentary majority for the kind of hard Brexit – outside the single market and the customs union. Theresa May is widely seen at home as damaged goods, surviving on borrowed time because of the absence of an immediate challenger. Her authority in London and hence her credibility in Brussels is in tatters.

In the meantime, as the clock keeps ticking to the March 29 2019 deadline, Theresa May participated in the October 2017 two-day summit of the European Union where she honored Britain's commitments to pay many more billions of pounds than the twenty billion she had indicated previously. EU leaders knew May was in a politically difficult situation and did not want her to go home empty-handed. Even German Chancellor Angela Merkel said these were "encouraging signs" of progress in Brexit negotiations and the progress was progressing "step by step". European Commission President Jean Claude Juncker said he hoped it would be possible to reach a "fair deal" with Britain. At the conference there were whispers that Theresa May privately assured the European leaders that she was willing to pay a lot more than the implicit 20 billion euros on the table as Britain left the European Union. She did not reject the idea that the bill could be as high as 60 billion euros, which means that the average British citizen would have to pay a high price for Brexit with all the other ensuing consequences.

Any person involved in interpreting, mastering or teaching English is well aware of the new challenges associated with the rapid changes taking place in contemporary Britain due to the fundamental objectives pursued by the British government concerning its relationship with the European Community and beyond. A major problem which a foreign language learner of English experiences today is to keep pace with the changes experienced by languages associated with neologisms and acquisition of new meanings of traditional words.

These changes occur on all stylistic levels and in every sphere of language usage. Tony Thorne, the reputed researcher of non-traditional English, was correct to observe that "attitudes to the use of language have changed profoundly over the last three decades, and the perceived boundaries between "standard" and "unorthodox" are becoming increasingly fuzzy" [1].

No wonder leading politicians when dealing with unpopular policy issues revert to non-traditional lexicon to attain a positive approval of pursued policy targets by the electorate.

As a result of the June 2017 general elections in Britain the Conservative party failed to attain an absolute majority in the House of Commons and thus it was forced to sign a "confidence and supply agreement" with the minor Unionist party in Northern Ireland reducing the prime minister to becoming "damaged goods" surviving on borrowed time.

Jeremy Corbyn, the leader of the Labour party referring to Shelter figures concerning contemporary Britain, noted that "rough sleeping" among children had increased considerably, which was another important reminder for a student mastering English to possess a more adequate knowledge of the changing social scene in the country.

References to citations of popular contemporary novels, plays, films are high on the agenda in present political and social discourse: a "Catch-22" emerged during the talks between David Cameron and the European Union President, denoting a political deadlock.

The given examples coupled with other numerous ones which saturate the language of mass media and everyday speech should be in the fore of both the teacher and the learner immersed in the mainstream of English of the twenty-first century.

LITERATURE

1. *Thorne, T. Dictionary of Contemporary Slang / T. Thorne // A and C Black. London. – 2007. – 3rd ed. – Introduction.*

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МЕЖКУЛЬТУРНАЯ РИТОРИКА ДЛЯ СПЕЦИАЛИСТОВ ПО МЕЖКУЛЬТУРНЫМ СВЯЗЯМ

«Итак, определим риторику как возможность находить возможные способы убеждения относительно каждого данного предмета». Такое определение дал сущности и целям риторики Аристотель в первом систематическом учебнике по данному предмету. Согласно его толкованию, успех убедительной речи зависит от следующих трех факторов:

- характер говорящего: вызывает ли он доверие у слушателей?
- сама речь: насколько мотивирующими являются содержание и последовательность изложенных аргументов?
- слушатели: какие у них ожидания, настроения и что они уже знают о предмете разговора?

Все данные факторы в той или иной мере определяются ситуативным и культурным контекстом. Исследования в сфере межкультурной коммуникации, проводившиеся на протяжении XX и XXI века, позволили сформулировать рекомендации для подготовки публичных выступлений при встрече носителей разных культур. Особого внимания среди них заслуживают разработки консультанта и тренера по межкультурной бизнес-коммуникации доктора Штефан Каммхубер (Stefan Kamhuber), изложенные в пособии по межкультурной коммуникации и сотрудничеству А. Томаса [1, р. 274–286]. Изучение данных рекомендаций поможет будущим специалистам по межкультурным связям избежать межкультурных конфликтов и сделать свои выступления более убедительными и понятными.

Психологические исследования процесса убеждения показали, что слушатели считают более убедительным оратора или имеющего много общего со слушателем, или обладающего авторитетом в их глазах. Это означает, что важную роль при восприятии речи играют предварительные установки слушателя по отношению к говорящему. Исходя из этого в ситуации межкультурного общения необходимо учитывать уже существующие представления делегатов разных стран друг о друге. Один индонезийский руководитель фирмы дал своим немецким коллегам такой совет: «Когда немцы приезжают