

чарівне дання, повітря. А на порозі, немов стривожена лебідка, мати...», «Дед горячился, Дед Илья ворчал».

Ми маємо відзначити, що домінанта «рідного краю» з часом еволюціонує – читаємо у В. Дзюби: *«Пришла пора и я не удивляюсь - /Меня уже не манят города.../Я каждый день,/До солнца просыпаясь,/Неторопливо ухожу туда,/Где в перелесках,/Меж берёз и сосен.../Гуляет тихо молодая осень-/Пятнистая, пугливая, как лань...»*, де відчувається пушкінська традиція вже зрілого поета.

Отже, проаналізувавши поезії, ми виявили ключові слова концепту «рідного краю»: рушники, горобина, хата, річка, гора, садок, ліс, хутір, мати, старий дід, хлопчик, собака, дитячі спомини про війну, батька тощо. Отже, узвичаєні поетичні образи рідного краю у поетичному доробку В. Дзюби – лікаря-стоматолога, набирають притаманних саме йому образів – асоціацій із рідного Кролевецького полісся – хутора Веселі Гори.

Непрофесійного поета визнали фахівці – 1990 р. став членом Співки письменників СРСР, пізніше Національної співки письменників України, лауреатом 7 та 11-го Міжнародних Пушкінських конкурсів, премії ім. С. Олійника, номінантом кількох премій Всеукраїнського конкурсу «Українське національне відродження» (1998р). Ім'я В. І. Дзюби внесено до книги «Визначні постаті України». Талановитий митець не раз казав: *«Поет себе реалізовує до останнього подиху»*.

Підсумовуючи, ми можемо як висновок навести його зізнання: *«Поезія мене зробила лікарем, а медицина – поетом. І що тут первинне, а що вторинне? Вторинного нема! І те і те – первинне...»* [3].

Література

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LEXICAL-SEMANTIC ROLE OF STANDARDS IN BUSINESS ENGLISH

A distinctive feature of the vocabulary of business documents is the use of standards or clichés that serve to conserve linguistic means of expression and thought process.

Emotionally not colored standards are used in the treaties, conventions, covenants, protocols and other texts of business documents of regulatory nature. They are characteristic for texts of all business documents. These set expressions create the effect of stereotype and formality, contribute to saving the process of thinking and language means of expression.

The language of business documents is characterized by the functioning of phraseological standards, which serve as the beginning, logical switch and ending of the texts of documents. These include the special vocabulary of regulatory documents, including lexical units that contribute to the implementation of the topic of the agreement. Here are some typical examples of phraseological standards: *Have agreed as follows; the parties welcome and endorse; this Agreement shall enter into force upon signature; the member States signatory hereto.... Have agreed as follows; The Parties understand and agree; it is understood and agreed; as the Parties otherwise agree; shall be subject to the approval of; decision shall be final and binding; this Convention shall be open for signature; the instruments of ratification, acceptance or approval; shall be deposited with; in witness whereof the undersigned, being duly authorized thereto, have signed the Protocol; Parties express their consent to be bound by; For the purposes of this Convention; State Parties to the present Covenant, agree upon the following articles; within ... days after this Agreement enter into force; by virtue of the commitments assumed under article.* Phrasal standards *The member States (Government, Parties etc) signatory hereto... Have agreed as follows; the Government of ... and ... agree as follows* in the texts of treaties perform the architectonic function at the level of the text, contributing not only to the lexical, but also the syntactic standardization of the language, serve as a means of cohesion.

It should be noted that the process of standardization of the language of business documents is connected with the effect of the principle of condensation, savings and concentration of linguistic means of expression, the need for clarity and unambiguous presentation. The absence of standards would make it difficult to understand, interpret and translate these texts.

A characteristic feature of the vocabulary of treaties is the functioning of not only generally accepted expressions, but also nonassimilated Latin and French word combinations. In the texts of English business documents they are reproduced in Latin letters: *persona grata, persona non grata, status quo, de jure, de facto* and so on.

The language of the texts of business documents is filled with phrases, the components of which are both assimilated Latin inclusions and English lexemes, that is, there is a tendency to hybrid formations. An example is the following phrases: to declare *non grata* (to declare unwelcome); *ex officio* member of the Chamber (official member of the Chamber); *ex officio* member of the panel (official commission member); to meet *in camera* (to meet behind closed doors); to issue a text *in extenso* (to publish the text without abbreviations); to consider all the *pros* and *cons* and others.

Summarizing all mentioned above, we can conclude that the special vocabulary creates a style that is characteristic of contracts, contributes to an unambiguous understanding and interpretation of certain concepts and provisions. It is a sign of both lexical and syntactic standardization of the language of business documents. Special standards, words and phrases create the effect of rigor, without emotionality, officiality, stereotype, conciseness, contribute to saving the process of speech and linguistic means of expression. Phrasal standards also perform an architectonic function at the text level, contribute to the cohesion and coherence of the text of business style.

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SOME PECULIARITIES OF ENGLISH DIALECTS

In modern world there are approximately 6,000 languages. Some languages are used on several continents. As the language spreads, different versions of it appear. Often they are similar to each other, but differ in a set of words and accent. The study of dialects, as well as their accents, allows not only to penetrate the origins of the language, but also to understand the features of the formation and development of various social and professional dialects. We'll consider some dialects of England.

One of the main dialects of England is the language of the population of southeast London, the language of "correct English", the language of the best schools and universities, and as a result it has acquired the status of the standard one. This is literary classic English, which became a base for learning English for foreigners in language schools. This is primarily due to the phonetic side of this dialect – *normative pronunciation*, or *Received Pronunciation (RP)*. It is often used by BBC announcers. RP speak mainly representatives of higher courts, the military elite, members of the British Parliament. British normative pronunciation (*Received Pronunciation*) is the standard accent of standard English in England, which differs from the regional accents of England. However, not all of England's population speaks this dialect. There are a number of other dialects on the territory of the country. Let's consider the features of the phonetic side of the most popular dialects of England.

Cockney is one of the most common types of London vernacular. It is named after the scornful mocking nickname of the natives of London from the middle and lower population strata. The Cockney dialect is characterized by a particular pronunciation, irregularity of speech and rhymed slang, for example, "*not 'alf*" instead of "*not half*", "*bover*" instead of "*bother*", "*head*" – "*loaf of bread*", "*weally*" instead of "*really*". Some English-speaking actors for comic effect use in their speech a false accent, similar to the cockney, which is often called "*mockney*".