



МІНІСТЕРСТВО ОСВІТИ І НАУКИ УКРАЇНИ
СУМСЬКИЙ ДЕРЖАВНИЙ УНІВЕРСИТЕТ
ФАКУЛЬТЕТ ІНОЗЕМНОЇ ФІЛОЛОГІЇ
ТА СОЦІАЛЬНИХ КОМУНІКАЦІЙ



СОЦІАЛЬНО-ГУМАНІТАРНІ АСПЕКТИ РОЗВИТКУ СУЧАСНОГО СУСПІЛЬСТВА

МАТЕРІАЛИ ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ ВИКЛАДАЧІВ,
АСПІРАНТІВ, СПІВРОБІТНИКІВ ТА СТУДЕНТІВ

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to get an interview (in person, by phone, fax etc.). *Report*: a journalist informs what he had seen and heard. The size of material depends on the significance of the event. Overall the report contains an account of the facts in chronological order. A theme covers the most important issue. A report with commentary is a narration (key developments) with author's point of view. Report combines elements of informational genres (narrative, direct speech, historical background, etc.) and artistic ones (colorful retreat, description of characters and so on). It is better to illustrate a report with pictures. *Review* gives the most important events in the life of the city, factory, school, etc. for a certain period in the form of summary.

Analytical genres are board canvas of the facts which are interpreted and summarized. They serve as a basic for setting a specific problem and its comprehensive review. They are: correspondence, article, survey, review. *Correspondence* analyzes a group of facts. This is done by describing the facts, analysis and conclusion. *Article* is a generalization and analysis of facts and events, often with scientific conclusions. In the correspondence the events are considered from private to general, but in the article – from general to specific.

Artistic genres are used when the facts and the documentary are not so important. The main is the author's impression. Events and problems have their own figurative interpretation. In an *essay* the author's identity is the main. It is not important the fact by itself but its perception and interpretation by the characters or by the author. The fact refined in the image is similar to the small forms of fiction. *Sketch* is a plot (portrait, problem) and descriptive (eventual track). It is also a synthesis of facts with a description of the situation. *Spotlight* is a visual representation of a particular event through a direct perception of the journalist as a witness or a participator.

EUPHEMISMS IN OUR LIFE

V. S. Kurochkina, SSU

A euphemism is a gentle, kind, or polite way of saying something potentially harsh or offensive. It is an indirect, mild or politer alternative expression for a normal expression, especially which is considered too blunt (or too accurate) when describing something unpleasant or embarrassing in some way. The word euphemism has a classical Greek

origin: *euphēmos* means an understatement. The heyday of euphemistic speech was the Victorian era when expressions such as “limb” (instead of the anatomical “leg”) and “in a family way” (instead of “pregnant”) were in vogue.

Although there may seem to be fewer such allegories today, there are, in fact, just as many, if not more. But, the doublespeak is less about sex and more about militaristic terms. Euphemisms are popular in military language to hide the unpleasant nature of the work. This is particularly the case when it comes to killing and torture. War is “conflict”, bombs are “assets”. Dead civilians are “collateral losses”, people are not arrested or kidnapped, but “detained”. “Refined interrogation techniques” can be used to refer to torture. “Disposition matrix” is a military newspeak term for kill list. Shooting at own troops is now “friendly fire”. Killing enemy is called “servicing the target”, while bombing is “visiting a site”.

Euphemisms are often used in business purposes, and it is often a blend of hiding negativity and being politically correct. Higher ups in companies want to be diplomatic as possible, so they can make situations such as money loss and firing employees not sound as terrible as they really are.

In politics euphemisms are not uncommon. The British TV series *Yes, Minister* and *Yes, Prime Minister* contain lots of dialogues full of hilarious political euphemisms.

And here are some pairs of former and current terms pertaining to education: Correspondence study - Independent study; Vocational education - Career and technology education; Teacher evaluation - Teacher appraisal; Change in thinking - Paradigm shift, etc. So, it is evident that euphemisms embrace practically all the spheres of our life today; they are still alive, common and demanded.

VARIOUS APPROACHES IN TEACHING ENGLISH

Sumy State University
Ph.D. N. V. Maliovana

In the first term of teaching, every teacher probably be full of enthusiasm and energy, rising happily to the challenge of any problems that crop up. However, towards the end of this term teachers may well find themselves feeling both physically and emotionally drained. At this point I would like to offer a few suggestions for lessons that will give variety to