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ON THE QUESTION OF THE LANGUAGE FOR SPECIAL PURPOSES IN MODERN UKRAINIAN SOCIETY

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Nowadays, the field of Language for special purposes (LSP) is fiercely discussed by many famous linguists, because our language progressively evolves with the constant development of modern society, science, technologies, and information in specific areas.

The concept of LSP came from the English-speaking world and emerged in the process of professional communication between people. At first, describing this process, linguists used the term “ESP” – English for special purposes. Lately, this abbreviation became popular not only in English literature and numerous international forums, but also in different publications of Ukrainian or Russian philologists.

Many linguists from different countries considered the issue of the language for specific purposes in their works; among them are T. Kyiak, C. Averbukh, A. Golovanov, V. Novodranova, E. Skorohodko, I. Kononenko, T. Panko, O. Semotyuk, L. Kyslyuk, O. Styshov, E. Volodarska, L. Pivn’ova, Sager J. C., Somers H., Sweetser E., Jackendoff R., and others.

According to Sager, language for special purposes (ukr. – фахова мова; germ. – Fachsprache) is a semi-complex semiotic system based on a common language and its derivatives. LSP can be used only by people with specific education, who deal with the same field of interests (specialization) [1]. Basing on such explanation, T. Kyiak adds more special features of LSP. For example, verbs are mainly used in the present forms; verbs are used in the passive voice; nouns play an important role; singular forms are used more often than plural ones [2]. So, he actually makes the language for special purposes equal to the scientific and official style of literary language.

In modern society the LSP generalizes such concepts as Business English, Technical English, Scientific English, English for medical professionals, English for Art Purposes, English for waiters, and so on. There are a huge number of new jobs today, because the development of

global technologies needs more and more specialties. So that is the key to emergence and growth of new languages for special purposes.

The integration of Ukraine into the international cultural and information space has led to a fast process of renewing Ukrainian thesaurus, especially in the sphere of terms and notions. Analysis of new loan words from English into Ukrainian demonstrates significant expansion thematic groups of borrowed vocabulary. Therefore, Anglicisms in our native language represent the following groups of specialized lexis, such as **trade** (*salesman, merchandiser, supervisor, etc.*), **advertising** (*media buyer, copywriter, pagemaker, etc.*), **exchange activities** (*broker, dealer, etc.*), **show-business** (*clipmaker, promoter, etc.*), **services sector** (*office manager, security, cleaner, etc.*).

The last investigations given by a web-portal “Head-hunter” show the appearance of modern jobs: *IT-specialists in the field of human-interface, product managers, programmers in the field of quantum computing, specialists in nuclear medicine, nano- nutritionists, neuroscientists, gerontologists, E-Detailers, Online recruiters, media-buyers, and so on* [3].

Summing up everything, the last researches demonstrate that the development of modern society leads to new changes in the field of Language for special purposes (LSP). Anglicism, as a rule, name professions, commonly referred to new realities; therefore, they cannot be replaced by equivalent, because of the differences in semantics of the English words and their Ukrainian equivalents.

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