

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



**СОЦІАЛЬНО-ГУМАНІТАРНІ
АСПЕКТИ РОЗВИТКУ СУЧАСНОГО
СУСПІЛЬСТВА**

**МАТЕРІАЛИ V ВСЕУКРАЇНСЬКОЇ НАУКОВОЇ КОНФЕРЕНЦІЇ СТУДЕНТІВ,
АСПРАНТІВ, ВИКЛАДАЧІВ ТА СПІВРОБІТНИКІВ**

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Widening is understood as a process when a word meaning originally one concrete and private concept starts to represent more general concept. Here it is possible to provide the following examples which were revealed when analysing the articles: *die grünen Männchen* – зеленые человечки; *die netten Leute* – «вежливые люди»; *Arabischer Frühling* – «арабская весна»; *Russischer Frühling* – «русская весна».

Word-formations formed by abbreviation or reduction were revealed among socio-political neologisms such as *IS (Islamischer Staat)* террористическая организация «Исламское государство»; *ATO (Anti-Terror-Operation)* – антитеррористическая операция на востоке Украины; *Merkozy* – Меркози; *Grexit* – грексит или выход Греции из Еврозоны; *GroKo (Große Koalition)* – Большая коалиция (12%).

The neologism *GroKo (Große Koalition)* which designated governmental coalition during elections in 2013, transformed into «Groko-deal», an ironical expression appeared in press, denoting not very serious attitude towards the arrangement to form a coalition of CDU/CSU and SPD, the two leading parties of the country.

Creation of new words is the reflection of society needs for the new concepts in language resulting from the development of science, technology, culture, public relations, etc. The establishment of modern tendencies of word-formation in the language, the improvement of theory and practice always takes the leading positions in the lexicology.

As a rule neologisms arise on the basis of existing language traditions using the word-formation means which are already available in the language. Emergence of the new lexico-semantic option of the word in pragmatic aspect of variability is considered as a result of the variation of its use in different situations of communication depending on social, territorial, national, age, professional and other statuses of communication participants.

THE PROBLEM OF SAVING ENERGY AND RESOURCES

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Presently energy-savings are one of the priority tasks. They are related to the deficit of basic energy resources, increasing cost of their extraction, and also to global ecological problems.

Energy-saving in any sphere helps to decline unavailable losses of energy essentially. Therefore there are different ways of saving resources nowadays. Let us have a look at some examples of such energy saving.

1. Application of modern thermal isolation of heating and hot water-supply pipelines.
2. Substitution of incandescent lamps by modern energy-saving lamps.
3. Turning off devices which are not in use from a network (for example, a TV set, a videotape recorder, a musical center).
4. Application of tableware with a bottom which is equal or hardly exceeds the diameter of a burner when you put it on the electric cooker. Do not use tableware with the distorted bottom.
5. Application of high-quality nebulizers-aerators on mixers and showers (they are special attachments on a water faucet) allows to use water comfortably but the expenses are twice less.
6. Use a correctly chosen mode in a washing-machine with a complete load of washed clothes.
7. Delete scum from electrical kettle.
8. Dry linen not very hard, it saves electricity when you iron.
9. Put a refrigerator in the coolest place in the kitchen.
10. Use light curtains and wallpapers.
11. Wash windows more often.
12. Do not close heating batteries with dense curtains.

So, we can come to the following conclusion having in mind everything mentioned above: saving of natural resources in Ukraine acquires special actuality in the period of market relations development because natural resources are the major element of country`s wealth.

DIFFERENT ASPECTS OF BENCHMARKING

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Benchmarking is the process of improving various strategic areas (including economy) that is based on a comparative strategic analysis of the company with industry leaders. It consists of the estimation of the own efficiency, identification the industry leaders and implementation the results of the best in own activities.

Benchmarking can be applied in all areas of the company (production and sales, marketing, logistics, etc.). However, it may give the