doubt, students should constantly increase their collocational competence.

Kharchenko V.,
Teleshko K.
National Mining University
Scientific supervisor: E.V. Stolyarskaya

MULTILINGUALISM AND LINGUISTIC DIVERSITY WITH A FOCUS ON THE LANGUAGE OF ADVERTISING

Linguistic diversity in the world today is an issue of growing social importance because a majority of all living languages are threatened in their continued existence. How they can be sustained is a matter of study and debate. Changes in the vitality of a language have important implications for individuals and societies. Multilingualism is a common and increasing phenomenon in present day society which can be studied from different perspectives.

The purpose of the thesis is to focus on language of advertising as a cultural asset and to establish the relationship between linguistic diversity and human welfare. Most of the world's population speaks more than one language but most of the population in western cultures is monolingual in one of the 'big' languages in spite of being exposed to other languages mainly in the media context. Therefore we can say that multilingualism at the sociolinguistic level is more spread than multilingualism at the individual level but even in this case it is extremely common. The spread of multilingualism justifies its importance in research. In fact the study of different aspects of the diversity of languages should be one of the main goals of linguistics.

Multilingualism can be defined in different ways but basically it refers to the ability to use more than two languages. A basic distinction when discussing bilingualism and multilingualism is between the individual and societal level. With a growing role of globalization in the world, it is impossible to eliminate the spread of English and its influence on other languages. English as a lingua franca has been a great interest to the researchers, but few studies have been conducted paying precise attention to the local impact. There are many reasons for borrowing English loan words, as well as for their constant penetration into vernacular languages. This thesis investigates the main motives for the borrowing of English words, the attitudes towards

their presence in the borrowing languages and the peculiarities of their functioning, focusing on the English borrowings in the language of the Ukrainian advertising.

We can observe many ideas on globalization and its influence on local cultures. One of the prevailing perceptions is that globalization is actually westernization or even Americanization.

As far as the international impact of English is concerned, the term Anglicism is often used as a generic name to describe the occurrence of English language elements in other languages. Words are borrowed into a language at a certain point of time.

Historically, the spread of English started with the colonization of Asian and African territories by the British Empire. Even after having obtained independence, many colonies have stayed faithful to English, mostly because of the advantages it gave, especially to the ruling elite. In some countries English has been used as a means of suppressing ethnic rivalry, which could be the result of giving a preference to one indigenous language among others.

But following the history of the spread of English, one may come to the conclusion that the factors which initially promoted its spread do not coincide with the ones which maintain this very spread.

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After opening the Ukrainian market to overseas goods a lot of trade dealers appeared on the territory of Ukraine. As a result, a net of advertising agencies has been opened for attracting Ukrainian consumers. Advertising texts became an integral part of almost all newspapers and magazines. Advertisement plays a great role in the distributing goods from manufacturers to consumers. In the vocabulary of present-day Ukrainian advertisements, commonly used words predominate, though socio-political vocabulary, emotionally - coloured words, terms, borrowings from foreign languages are used as well. In the advertisements the word "Internet" (in Latin alphabet) is often to be found in the positions which demand the usage of the oblique case but due to its foreign spelling it is used without its case ending: "Ваш ключ до Internet" – "Your key to Internet", "Все, що треба для життя в Internet" – "All you need for the life with Internet". The proper names of such companies as McDonald's, Sony, Motorola, and Coca-Cola gave a considerable push to the expansion of Latin graphics in Ukrainian texts. Their logos are impossible to be transliterated. Due to billboards and other means of advertising, they have become a noticeable component of the city landscape, TV broadcasting, and the publishing business.

Many enterprises, founded in Ukraine, have English names such as "Art Line", "Upgrade", and "Cosmopolitan". It is fashionable to give English names to companies and shops, which can be written both in Cyrillic and Latin: "Бест Лайн" – "Best Line", "Нью Вінд " – "New wind", "Комп'ютерленд" – "Computerland".
The English borrowings in the Ukrainian language are conveyed with the help of transcription or transliteration. Transcription means the adequate word reproduction

with the help of language - borrower's graphemes. The dominant factor in this case is the word's sounding in the source-language. When graphics is considered more important, we are speaking about transliteration.

The lack of language competence of the employees of the advertising agencies sometimes causes borrowed words to be used in some advertising texts with a deviation from the norms of the Ukrainian spelling.