

скаржаться на дії мафіозних структур і рекет (близько 80%), на обмеження торгівлі, за межами України (88%), на умови оренди та купівлі приміщень (78%), отримання банківських кредитів (89%), на податкову політику держави (87,3%). Стає очевидним, що саме державі належить провідна роль у формуванні сприятливого середовища для розвитку підприємництва та малого бізнесу[1, с.81].

Вирішенням проблеми фінансування малого бізнесу може стати застосування інтеграційних форм фінансової підтримки і відповідних їм фінансових технологій лізингу, франчайзингу, венчурного фінансування, кооперативного кредитування. Для їх запровадження в Україні необхідно здійснити низку заходів правового та організаційного характеру. Послаблення податкового тиску вимагає вдосконалення податкового законодавства. Ключовими напрямками розвитку і підтримки малого підприємництва мають бути, насамперед, такі: усвідомлення суспільством ролі та місця малого бізнесу як невід'ємної складової системи гарантій національної безпеки, оскільки розвинуте й ефективне мале підприємництво є потужною протигаю будь-яким соціально-політичним і економічним потрясінням; дебіюрократизація діяльності органів, уповноважених здійснювати державну політику з розвитку підприємництва, підвищення їх моніторингової та аналітико-прогнозної ролі, якісне поліпшення координації зусиль щодо ресурсного, насамперед фінансового, забезпечення малого бізнесу; системна взаємодія законодавчої, виконавчої та судової гілок державної влади у здійсненні регуляторної політики, підвищення відповідальності органів державної влади і органів місцевого самоврядування за прийняті рішення та їх наслідки; дієвий захист малого бізнесу.

Настає час переходу від державної політики підтримки малого бізнесу до політики ділового партнерства. Експерти інституту конкурентного суспільства визначили два основних принципи, які забезпечать більш ефективний рівень співпраці влади та підприємців. Перший – принцип відповідності – полягає в тому, що державна політика щодо малого підприємництва повинна відповідати його потребам, інтересам і вимогам. Має бути зворотний зв'язок, щоб держава отримувала достовірну інформацію про реальні проблеми цього сектора, не керувала, а коригувала його діяльність. Другий – принцип тиску, згідно з яким підприємцям необхідно самим активно захищати свої права, переконувати політиків у тому, що завдяки реалізації інтересів сектора малого підприємництва держава матиме ті чи інші переваги.

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THE FUNCTIONS AND USAGE OF COLLEGE SLANG

The aim of the article is to study the functions and usage of college slang, the peculiarities of its usage.

Much has been written on the subject of slang that is contradictory and at the same time very interesting. There are different interpretations of this notion.

The Oxford English Dictionary defines slang as "language of a highly colloquial style, considered as below the level of standard educated speech, and consisting either of new words or of current words employed in some special sense." [8]

A USA Today article says, "...Take words already in use, imbue them with new connotations that have meaning for you and a circle of like-minded or like-aged acquaintances, and you have codes that signal you are part of a group."

Slang is a complex and lively form of language, interesting to linguists not only for its forms but for the reactions people have in both embracing and rejecting slang. Slang often arises as a form of in-group communication, and attempt to identify with one's friends, family, social class, occupation, ethnic group, or age mates. It can be a kind of private language, devised to keep out the uninitiated or to test just who is a member of a particular group. It can also be a kind of shorthand, an informal style

of speaking (or writing) that evokes a feeling about how things are being said. Most slang is short-lived. As a term makes its way into the larger language, it loses its special slang flavor and may be replaced by a new term. But a few slang terms may persist for generations, though not in the original group. Boss is slang today only for very few speakers, booze for many more. [2]

The word "slang" refers to words and phrases peculiar to a particular group and often regarded as non-standard and inferior. [10]

"I find it incredibly ironic that parents in the 90's (who grew up in the 60's) would be complaining about the slang that kids speak nowadays, and that it is just another sign that their values are deteriorating. Ironic, since the parents of the teenagers in the 60's said exactly the same thing. Parents and teachers are trying to find a cure for slang--evidently to keep their kids from talking in a language other than what they can understand. But there is no "cure" for it. Language changes and people have been bemoaning the fact probably since people evolved to use language. Certainly the Sumerians complained about it in the first written documents five thousand years ago. It's like the weather – people complain bitterly about language change, but no one has ever been able to do anything about it." [7]

Although the phenomenon has frequently been discussed, the term "slang" has rarely been defined in a way that is useful to linguists. Annoyance and frustration await anyone who searches the professional literature for a definition or even a conception of "slang" that can stand up to scrutiny. Instead one finds impressionism, much of it of a dismaying kind. [3]

Slang consists basically of unconventional words and phrases that express either something new or something old in a new way. [5]

The actual definition of slang, according to the Encyclopedia Britannica is, "consisting basically of unconventional words and phrases that express either something new or something old in a new way." However, Munro [4] says that everyone has an idea of what slang is, but still it is difficult to define. She didn't want to reveal her definition, since that will be a future assignment for her students to discover on their own. New words come about in various ways, says Case Western Reserve University's Associate Professor Emeritus of English Prosanta Saha. There are a "dozen ways" slang words originate, he said. In the dictionary "Slang and Euphemism," by Northwestern University Associate Professor of Linguistics Richard A. Spears, he describes the increase of slang use as a product of the 60s free speech movement. But Munro is emphatic that slang use is not increasing. "Everybody always feels there is more slang," she said. "If that were the case, nobody would be using the standard English language now." In the first study done by her and her students in 1988, the terms that generated the most slang terms were the actions of throwing up, being drunk, and having sex. "Barfing, boozing and boffing," respectively, was what the media then referred to as the lifestyle of the students after the first publication of UCLA Slang, which was then turned into a commercial publication called "Slang U." The publication received media attention from Rolling Stone, Newsweek and USA Today. Despite some individual's sensitivity to slang, Munro thinks slang is only rude when hoarded to oneself. "It may be rude if it excludes the other person," she said. "If you were using terms that they couldn't understand, then it might be inappropriate."

Slang, when used as a noun, refers to non-standard terms or non-standard usages of standard terms. It is a kind of informal language that generally follows the grammatical patterns of the language from which it stems but that reflects an alternate lexicon with connotations of informality. Slang provides different symbols from which communication messages can be constructed. [4]

Slang is more than a noun though. Like communication in general, slang is a process. This means slang is also a verb. We slang as well as speak slang. The process of slanging involves the creation and use of slang. It may entail both nonverbal and verbal cues. For example, the intonation with which a term is spoken can transport it from Standard English to slang. Slanging characterizes a communication environment as casual and familiar.

What do we slang? As in any language, slang reflects the experiences, beliefs and values of its speakers. Yet, college slang is not a complete language. College slang doesn't contain terms for everything the student discusses. However, items that are frequently encountered by college students or are important to college life are often given slang symbols. There are many terms to say something is good or bad and to evaluate persons positively or negatively. College slang is also descriptive and contains many symbols for food or eating, money, effective or ineffective performance, relationships, intoxication and college places.

Why do students use slang? People who don't know how to answer this question obviously lack the quality that makes slang popular: It's cool!

This is a good question though and one we are currently exploring empirically in a study that examines speakers' reasons for slanging. The preliminary data indicate that students do slang because it's cool.

Slang is cool in several different ways. First, it's cool in the sense of being hip and in style. When we speak, we are communicating not only a message about the content of what we are saying but also a message about who we believe we are, our identity. Using slang artfully is a kind of performance and shows that the speaker is in tune with the times.

Second, slang is cool in the sense of being acceptable. Students don't slang all of the time. Rather, the use of slang is reserved for circumstances and communication partners that accept the use of slang. Students almost always deny that they use slang intentionally . . . but they do intentionally slang in the sense that they assess the circumstances and people involved in the communication and choose to use slang or not to do so. Typically, slang is used in informal environments and avoided in formal settings (like work or the classroom). This is because use of slang in such circumstances could result in the speaker being evaluated negatively and the desire to avoid negative evaluation is high among college slang speakers.

College slang speakers also consider their communication partners when choosing to use or avoid slang. Slang is usually not used to exclude people who don't understand it. However, slang is most often spoken only among friends and close social peers. To use slang with mere acquaintances or strangers could result in disapproval and so is avoided. Rapping like a hep cat won't win you a lot of friends. Excessive use of slang by non-friends is almost always viewed unfavourable.

Slang is also most effective when used among friends because it draws upon common social and emotional experiences to give meaning to the terms, something beyond what a mere dictionary definition can provide. Slang terms can be efficient shorthand ways to express concepts. To say, "That party was da bomb" is more than merely saying it was a very good party. It shares the emotional experience that might otherwise take several sentences to explain. Not only does this make their communication more efficient, but also it reinforces their friendship. Using slang sends the unstated message that we are friends, a kind of relational identity.

Third, slang is cool in the sense that it is fun. Slanging is creative and often humorous. Slanging can be a form of play. Slang may be entertaining and amusing to both the speaker and the listener.

So there are some reasons why people (students in particular) use slang. To be picturesque, arresting, striking and, above all, different from others. To avoid the tedium of outmoded hackneyed "common" words. To demonstrate one's spiritual independence and daring. To sound "modern" and "up-to-date".

It doesn't mean that all these aims are achieved by using slang. Nor do those using slang on the conscious level put them in so many words. But these are the main reasons for using slang as explained by modern psychologists and linguists.

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ПОВТОРЮВАНІСТЬ ТА ВАРІАТИВНІСТЬ В ПРОЦЕСІ НАВЧАННЯ ДІАЛОГІЧНОГО МОВЛЕННЯ

Оптимальне поєднання повторюваності і варіативності мовного матеріалу – така, на наш погляд, одна із найважливіших умов ефективного навчання іноземної мови і, зокрема, навчання діалогічного мовлення. Якщо повторюваність сприяє міцності засвоєння іноземної мови, автоматизму у відтворенні мовних одиниць і структур, то варіативність забезпечує ситуативні висловлювання, уміння використовувати найбільш сприйнятний для даного конкретного випадку варіант висловлювання, іншими словами – свідоме використання мовних зразків [3, 36-37].

Отже, нашим завданням є проілюструвати можливості такого підходу при навчанні школярів діалогічного мовлення.

Повторюваність