

gestalten. Es gibt einige Tipps, mit deren Hilfe man intellektuelle Leistungsfähigkeit erhöhen kann. Das sind intellektuelle Trainings (Gedächtnisübungen, Erlernen der Fremdsprachen, Lösen der Kreuzworträtsel); richtige Ernährungsweise (mehr Obst und Gemüse, Hülsengerichte und Nüsse); kein Überessen (das führt zur Senkung der intellektuellen Aktivität); genügend Schlaf (wenig Schlaf verursacht frühzeitige Übermüdung); Pausen; Verzicht auf schlechte Gewohnheiten wie z.B. Rauchen und Alkohol.

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### **ENGLISH-LANGUAGE NAMING IN BELARUS: ITS TRENDS AND FEATURES**

In an increasingly competitive market there is a growing need for a professional naming – activities concerning the development of the company name. Despite this fact, there is a lack of scientific research in this sphere. So the analysis of the names of successful businesses can be beneficial. That's why we set out the purpose to identify the trends and features of the English-language naming in Belarus.

Thus, the object of the research is English-language naming. The subject of the research is the efficiency of English-language naming in Belarus. The key goal of the research is to identify the main recommendations for the effective naming.

English names began to spread in Belarus in the 1990s with the transition to a market system. Looking through the business catalog, we noticed that most of the English-language original titles are in the restaurant business. The main reason is that European restaurants were associated with the prestige, quality and denoted the type of cuisine. But the English-language naming in Belarus has its own characteristics. According to the population census of 2010, among adults, who are fluent in English, 64% are young people. This means that semantic experiments in naming are possible mostly in the field of youth cafés. Also English-language naming can't be in a huge scale, as it would contravene the right of state languages. Like in other countries naming in Belarus depends on the type of the company. According to the Cambridge dictionary, "café is a restaurant where simple and usually quite cheap meals are served". Restaurant is a business with a wide range of dishes. So they have different target consumers and functions. Criteria of naming may also be various.

For this analysis, we found 55 titles of such companies in Minsk. We systematized them and studied at four levels: phonetic, lexical, morphological and word-formative, - in order to identify the main trends. The specific literature and data of naming agencies provide more than 30 ways of creating names. On word-formative level we identified two tendencies: 1) the use of international naming schemes, such as "adjective+café" (7 names), "coffee+noun or pronoun"(6 names), "adjective + bar/club/house/hall/"(9 names); 2) using of youth slang based on americanisms and computer words to attract this target group ("noun+OK") . Analysing the parts of speech, we noticed that most of the names are nouns( 65,5 %). This is due to their nominative function. Another numerous group is the adjective and

the noun (33 %). Most of them are an adjective describing a characteristic feature and a noun, indicating the type of restaurant. ("Fresh café") There are also attempts to create metaphors and poetic images. ("The Black Door", "Forest Hall"). We analyzed names on the phonetic level. We do not pay great attention to the perception of sounds, but it is worth noting that firms avoid the negative associations caused by the sibilant sounds [tʃ], [ʃ], trying not to use unpronounceable combinations of consonants. Some naming methods are created on the phonetic base. There are some examples of alliteration ("Barberry"). Alliteration is the basis of rhythm and gives expressiveness. In our case. phonetic experiments are mostly connected with transliteration and combinations with Russian-language words. A simple transliteration of Russian names often has no basis and such names are hard to be pronounced ("Sobranie"). On the lexical level we found examples of toponyms (3 names). For example, "Vienna" is associated with Austrian cuisine. The titles based on the names of the founders are still popular. But they do not represent any institution characteristics, only ambitions of businessmen and often seem boring.

We tried to systematize recommendations for the effective naming. The most important are: 1) universality (name causes no negative associations in Russian and Belarusian); 2) euphony; 3) creativity; 4) reveal interests of target groups. We checked the importance of naming and its influence by social survey among the students as the youth category. Results showed the necessity of the effective naming.

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## **THE IMPORTANCE OF THE ROYAL PROTOCOL**

Traditionalists believe that in the face of a national decline in good manners, the Royal Household is one of the last strongholds of good form, etiquette, and protocol. At the same time, many people regard the Protocol as archaic, unnecessary and misplaced in the 21st-century. The *aim* of this research is to analyze the most typical mistakes that people make as regards the Royal Protocol.

Perhaps the most special of the Protocol issues is bowing and curtsying. Making obeisance is not an idea ingrained in people's minds; one has therefore to consider the reasons behind this ancient form of showing deep respect to someone of authority. However, today when one attends a royal celebration, one may be shocked to see a line of bobbing ladies and bowing gentlemen. This form does endure and provides continuity at the events attended by the Queen and her Family.

The next important point is the dress code. The dress code for an event is always given on the invitation. It contains a number of recommendations.

When one finds the need to communicate by mail with a member of the royal family, there are many points of protocol to remember. Letters should of course be concise and polite. Due regard should be paid to the titles and forms of address. The letters should (by tradition) be addressed to a member of the Household (e.g., Private Secretary, Lady-in-Waiting, or Equerry); the royal recipient should be referred to as Her Majesty, His Royal Highness, Her Royal Highness, etc. However, it is in very