

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

exceptional circumstances, such as a royal engagement, marriage, death or other very personal occasion, it is permissible to write directly to the royal personage. In this case an exact and formal protocol exists. Letters to The Queen should begin either "Madam" or "May it please Your Majesty" and end with the sign-off "I have the honour to remain, Madam, Your Majesty's most humble and obedient servant." "You" should be substituted with "Your Majesty" and "your" with "Your Majesty's".

When the Royal Protocol is breached, at minimum, there are embarrassment and confusion (e.g., the meeting of Michelle Obama and Queen Elizabeth II).

The results of the research are as follows:

– it is important to be aware of the peculiarities of the Royal Protocol for those learners who study international relations in order to avoid embarrassment in their future career (that might possibly involve the relations with the UK);

– the Royal Protocol is quite complex and detailed. On the one hand, it is possible to use Internet-based resources. On the other hand, it is best to stick to the guidance given by the Lady-in-Waiting or the Lord Lieutenant.

REFERENCES

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INTERKULTURELLE KOMPETENZ

Im Zeitalter von Globalisierung und Migration kommt es immer häufiger zu interkulturellen Begegnungen. Die Internationalisierung der Märkte und die Weiterentwicklung der Europäischen Union führen zu neuen Herausforderungen und Aufgaben innerhalb der Migrationsgesellschaft. Im Zuge zunehmender länderübergreifender Zusammenarbeit von Politik, Wirtschaft, Wissenschaft und Militär treffen ständig Menschen und Organisationen unterschiedlicher Kulturen aufeinander.

Das Zusammenleben und die Zusammenarbeit über kulturelle Grenzen hinweg konfrontieren Menschen verstärkt mit Fremdheitserlebnissen, interkulturellen Erfahrungen und Konflikten. Aus diesen Wahrnehmungen heraus entsteht die zunehmende Bedeutung interkultureller Kompetenz und Handlungsfähigkeit. Auch an militärische Führer und militärisches Personal werden neue Anforderungen gestellt, die zu einer Veränderung im Berufsbild führen. Die Gründe dafür liegen in den zunehmenden internationalen Militäreinsätzen, in der verstärkten Zusammenarbeit in multinationalen Verbänden sowie in der multikulturellen Zusammensetzung nationaler Streitkräfte und der damit verbundenen Ausbildung von Soldaten mit Migrationshintergrund. Interkulturelle Kompetenz wird als wichtiges Instrument angesehen, um in einer pluralen Gesellschaft und der globalisierten Welt