

successful functioning often, not only in the Internet community, but also in real-life communication. In modern communication, slang serves as a means of uniting various groups of people based on the commonality of the same attitudes against the establishment and exacerbation of negative attitudes towards social conventions or traditional values.

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ACTIONYMS AS AN ESSENTIAL PART OF CULTURE

Акционимы как неотъемлемая часть культуры

Culture can be represented as a system that produces a variety of contents, displaces, re-estimates and sometimes is renewed once again, and borrows someone else's content from other cultures or – on the contrary – influences the process of extending some elements of one culture to other cultures. The content of one culture can be universal to many cultures or vice versa can have unique peculiarities.

The goal of this paper is to define the essence of actionims as a cultural phenomenon.

Through the different actionyms, which defines holidays, celebrations, festivals, significant events, it is possible to find out more about the culture of the nation. The actionym that let a mark in history of the country or of the world might be identified and remembered by its nomination.

Actionyms are some of the core aspects of any culture. It is noted that the historical roots of the actionyms go back to ancient times, they are closely related to magic, ritual, work, worldview, lifestyle and values of people. Because of the fact that they deal with the names of holidays their importance rises first of all from the historical and cultural background. Whether it is a harvest festival, a religious holiday, or a national observance, celebrations are woven tightly into the overall cultural identity.

Actionyms combine everything that has been accumulated in the culture of the people, reflect the historical life of a certain socio-economic formation and, to a certain extent, shape the spiritual world of the nation. The holiday is not just a celebration, a colorful carnival procession, but the very history and culture of the people, with its rich traditions. It reflects both the universal features and characteristics of various types of civilizations, and the unique specificity of a particular socio-cultural community.

Reflecting the most important social ties of generations, their view of the world, the holiday is preserved as an ethnocultural tradition.

Actionyms are a reflection of the «linguistic picture of the world»; they connect linguistic phenomena with the history of the people and the conditions of their life. Their main function is to consolidate in the form of a word or phrase information about the historical and cultural wealth of the people. Actionyms are closely related to the cyclical nature, repeatability of processes and the introduction of historical and cultural novelty into them. In addition, actionyms reflect the peculiarities of the national culture and everyday life, participate in the creation and enrichment of the language.

Actionyms at any time were an expression of profound changes that took place in the values of the people. They reflect changes in the socio-cultural values of society. A decrease in the need for a holiday, a loss of attraction to it show that the values reflected in a holiday are gradually losing their significance. At the same time the organization of a new holiday or the revival of the experience of celebrating a previously noted phenomenon is believed to change the value priorities of people. If the values and traditions underlying a particular holiday lose their significance in society, the holiday is forgotten. This happens with many holidays that have been formed around historical events. Here we can draw a parallel: while the bearers of the historical significance of events are alive, the holiday also lives.

It may be stated that actionyms embody the historical and ethnic memory of the nation, and the respect for this memory is the way to preserve the cultural heritage, which is of the big importance in modern conditions of the increasingly changing world. In other words, keeping up the traditions, people preserves national history and culture.

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EFFICIENCY OF INTERNET RESOURCES IN STUDENTS' COMMUNICATIVE COMPETENCE DEVELOPMENT

Эффективность интернет ресурсов в развитии иноязычной коммуникативной компетенции студентов

Practice plays the main role in mastering a foreign language, with its help you can consolidate the acquired knowledge, enhance accuracy of speech, as well as learn