

Методи. *Вирішення поставлених завдань здійснювалось за допомогою використання таких методів, як описовий та компаративний аналіз; аналіз та узагальнення наукової, науково-популярної, методичної й навчально-методичної літератури з проблем ролі іноземних мов у сучасному бізнесі.*

Результати. *У процесі дослідження було встановлено послідовність кроків для людей, що бажають успішно долати кар'єрні сходини у міжнародному бізнес оточенні. Визначено комунікативну роль англійської мови, беручи до уваги темп її вивчення та поширення серед популяції світу. Особливу увагу приділено методам підготовки, навчання та підтримки студентів та службовців в опануванні англійської мови.*

Ключові слова: *бізнес, керівництво, англійська мова, міжнародна комунікація, мовні навички.*

Цель. *Статья направлена на определение роли английского языка в управлении современным бизнесом, рассмотрение сфер бизнеса, в которых английский язык является жизненной необходимостью, и предложение шагов для руководителей бизнеса и будущих сотрудников, которые могут помочь улучшить уровень владения английским языком.*

Методы. *Разрешение поставленных заданий осуществлялось с помощью таких методов, как описательный и компаративный анализ; анализ и обобщение научной, научно-популярной, методической и учебно-методической литературы по проблемам роли иностранных языков в современном бизнесе.*

Результаты. *В процессе исследования была установлена последовательность шагов для тех, кто хочет успешно подняться по карьерной лестнице в международном бизнес окружении. Определена коммуникативная роль английского языка, учитывая темп его изучения и распространения среди мирового населения. Особенное внимание уделяется методам подготовки, обучения и поддержки студентов и служащих в освоении английского языка.*

Ключевые слова: *бизнес, руководство, английский язык, международная коммуникация, языковые навыки.*

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GLOBAL ENGLISH AS A MEANS OF TOURISM DISCOURSE

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ГЛОБАЛЬНА АНГЛІЙСЬКА МОВА ЯК ЗАСІБ ТУРИСТИЧНОГО ДИСКУРСУ

Objective. *The objective of the article is to report to readers the importance of global English in the tourism discourse and analyze borrowings from English as a global language to many other languages.*

Methods. *Methodological basis of the present research presupposes the following kinds of analysis: comparative, descriptive and analytical; analysis and synthesis of scientific, popular scientific, methodical and educational literature on the problems of tourism discourse and and global English.*

Results. *The role of English as a medium of tourist discourse, as well as different approaches to the concept of «global English» are shown. The notion of tourism discourse as a separate type of discourse and its main characteristics are defined. The situation of the English language in the tourism sector is analyzed. The issue about the type of vocabulary which is used in the tourism discourse is stated, through the examples of vocabulary from the hotels sites of Ukraine, Germany and Slovakia. The influence of tourism in general on the economy of countries is specified.*

Key words: *the English language, global English, institutional discourse, tourism discourse, borrowing.*

Problem statement. At all times and in all countries people used to travel in order to conquer the land or to trade with other nations. Nowadays the aims of travelling are different, namely to visit other cities and countries, to see and learn something new, to meet new people or to self-actualize.

The accelerated globalization and many changes in economic, political and cultural spheres of society led to the necessity of usage of common for understanding language, the role of which is currently played by English. It should be noted that more often the term «global English» is used. It is used only in relation to the English language, which emphasizes the uniqueness of this language.

The objective of the article is to report to readers the importance of global English in the tourism discourse.

Tick tock. There are different approaches to the term «global language». According to Braj Kachru «global English is the English language with all its geographical and social varieties, it is the language and its variants in the global language space [4]. Braj Kachru developed a branch of linguistic thought which is called «World Englishes Paradigm». In literature it is usually called «English languages of the world».

American English is often considered to be global. It laid the foundation for the expansion of American culture. People worldwide work on computers originated from the United States, buy American products, and watch American movies. Following the above mentioned, the global communication in the international language comes, imbued with American national peculiarities. Today American English is more widespread than British: even the spelling check in Word format, on default is in American English.

Jean Paul Nerriere in his book «Globish The World Over» presents a simplified view of English that should be used in communication, as he believes that for communication of residents of different countries classic English is not mandatory. This variant of the English language has about one and a half thousand words, and in the author's opinion, they are sufficient for successful communication [5].

«Global English» is the variety of English which is used by non-native speakers primarily at international conferences, in scientific articles, in business, in international common projects, etc.

David Crystal introduced the term «World Standard Spoken English» [3] to indicate the language that is used in international professional communication and acts in their simplified and standardized versions. Of course, it is only a matter of definition. However, in this case it is probably more appropriate to use the term «global language», as the place of usage of this variety of English is a global platform where scientists or businessmen from Switzerland, Slovakia, Hungary and Ukraine meet at a symposium or negotiations

somewhere in Norway or Italy and just communicate in English which is acting at this moment in the role of international and global and connects people of different nationalities and from different countries.

Global English is a means of international communication in different spheres of life, and especially in tourism. Tourism industry nowadays experiences a recovery that causes high interest of linguists and poses a challenge for them to investigate the communication within the tourism communication.

Some linguists define tourism discourse as a separate type of discourse: «As an independent discourse, the tourism discourse is allocated on the basis of a special thematic focus (travelling and leisure), orientation to a specific addressee (tourist), unique purpose (to inform the recipient about a particular travel product and therefore stimulate the promotion of this product and also to help in unusual circumstances), markedness with specific set of linguistic resources» [10].

There are some researchers who believe that the tourism discourse is a part of advertising: «Tourism discourse is a special subspecies of the advertising discourse, combining different types of tourism which is aimed at positioning and promotion of tourism services through the strategies of reasoning that is linguo-cognitive in nature. This is speech, implemented in institutional situations in the subject area of tourism» [10].

Professor V. Karasik proposed to divide the discourse on the personal and institutional. «Participants of personal discourse act in the fullness of their qualities in contrast to the participants of the institutional discourse, the major feature of which is the status marker, representational function of the person. Institutional discourse is specialized, clichéd kind of communication between people who may not know each other, but must communicate in accordance with the norms of the society» [6].

V. Karasik allocates such types of institutional discourse as a religious, political, administrative, scientific, legal, military, educational, mystical, sports, medical, business, advertising and mass-information. However, the scientist notes that this list can be changed or expanded, so communication which is realized in institutional situations in the subject area of tourism, we will call the tourism discourse.

According to N. Filatova, tourism discourse is characterized by the following parameters:

- 1) participants of communication: seller (tour operator) – customer; guide – holiday-maker; author of the text – text recipient;
- 2) place: travel agency, tourist coach, museum, city street, virtual space, textual space, etc.;
- 3) purpose: receiving of profit – receiving of tourism services;
- 4) key concept: journey, trip, excursion, voyage, etc.;
- 5) strategies;
- 6) material: a great variety of topics, including cross-cultural and historical information, temporal organization of the tour, hospitality, transportation, security, meals, etc.;
- 7) varieties and genres: depending on the transmission channel of information we can distinguish oral and written varieties of tourism discourse; written variety includes printed texts and computer-mediated communication, the oral kind is divided into direct and indirect [11].

Goods and services in tourism require a high degree of informativity. For this reason, guidebooks, pamphlets, brochures and other information publications are used to perform informative and at the same time persuasive function. The goal is to inform the addressee, to convince him/her in the uniqueness or characteristic properties of this commercial offer and, as a consequence, to purchase the proposed tourism product or service.

Philippe Bouvard once said that when we travel, not knowing English, we begin to

understand what it means to be born deaf and feeble-minded [9]. We can partly agree with his opinion. The use of global English or borrowings from the English language can be found in many languages in tourism discourse: signs on roads, ads in airports, restaurant menus, flyers in shop-windows, etc. Safety instructions are used most often in English, or information is provided in two languages: native and English. Tourist does not have to know Swedish language, if he went to Sweden, for example, if he knows English.

The tourism sector significantly affects the economy of countries. So it is important to meet the demands of customers-travellers. Travel agencies, hotels, restaurants operate to make a profit from people who come from other countries. Perhaps, that is why communication in the field of tourism is so important, and command of the English language at least at elementary level has no alternative.

The English language is predominant in tourism sector and hotel business. In whatever part of the world a tourist may come, if he speaks English, he will be understood, and communication problem will be solved. Global English is used in tourism discourse between people working in this field, and between them and their customers.

At the present article the main focus is made on the analysis of the necessary lexical level, because vocabulary immediately responds to all changes in society.

In his «Lexical innovation in the field of travel advertising» the author N. Marshall notes that the tourism discourse uses narrowly-specialized vocabulary [1].

Some researchers identify other causes and the groups of borrowings, but it is better to stay on the point of view of N. Marshall. The author proposes to divide the narrowly-specialized vocabulary into several groups:

1. Terms borrowed from the English language, representing previously non-existent realities.
2. Borrowing of new terms for already existing concepts «because of their prestige, fashion».
3. Tourism terms, clichés, peculiar only to Ukrainian-speaking tourism texts [1].

At the present article the analysis of the vocabulary of about 20 sites located in Ukraine, Slovakia and Germany was conducted. Text fragments in the languages of different subgroups: the German (Western subgroup of the Germanic languages), Slovak (West Slavic subgroup) and Ukrainian (East Slavic subgroup) were studied – and in the end it was found that approximately the same borrowing from the English language is widely represented in all three languages. Table 1 shows the examples of lexical units borrowed in the English language.

Table 1 – Borrowings from English in different languages

English	German	Slovak	Ukrainian
hotel	Hotel	hotel	готель
mini-bar	Minibar	Mini-bar	міні-бар
sofa	Sofa	Safa	софа
telephone	Telefon	telefón	телефон
spa	Spa	spa	спа
Double comfort	Doppel Comfort	double komfort	дабл комфорт
Twin room	Twin room	Twin room	номер твін
weekend	-	víkend	Вікенд
Easy Sunday	Easy Sunday	-	-

Продовження таблиці 1

Honeymoon Package	Honeymoon package	-	-
Event	Event	-	-
conference	Konferenz	konferencie	конференція
organization	Organisation	organizovaním	організація
Business-Meeting	Business-Meeting	-	-
Team-Building	Team-Building	Teambuildingových	-
Partner	Partner	partner	партнер

In hotels of different countries programs and seasonal promotions referred to as the English lexemes: «**Easy Sunday**» (hotel in Germany), «Останній **вікенд** літа» (hotel in Ukraine). In the Slovak hotels offer to use the Spa: «Wellness centrum je otvorené od pondelka do piatku v case od 8.00 do 22.00 hod. a pocas **víkendu** od 8.00 hod. do 20.00 hod», and in hotels in Germany – accommodation for honeymooners: «Für alle Paare, die ihre Liebe wieder einmal ganz besonders feiern möchten, ist unser neues **Honeymoonpackage** wie gemacht». And all viewed the sites of the hotels in Slovakia and Germany there are proposals to hold conferences, round tables and activities on the territory of these hotels: «Lassen Sie uns ein paar Informationen zu Ihrem **Event** oder Tagung zu kommen» (German); «**Organizovanie konferencií**, eventov, spoločenských podujatí, svadieb a pod» (Slovak).

Many lexical units of the professional discourse are used in tourism. The hotel often hosts business meetings, conferences, conventions, borrowing from global English is widely represented here: «Wenn Sie Ihr **Business-Meeting** im **Hotel** Adlon Kempinski Berlin abhalten...», «Übernachtungsmöglichkeiten... **Team-Building**-Maßnahmen... Unterhaltungsprogramme für **Partner** und Familien der Konferenzteilnehmer... unser umfassendes Serviceangebot wird Sie begeistern!» (German). On the websites of the Slovak hotels job titles submitted in English: «General manager», «Front desk manager», «Sales manager».

An interesting phenomenon occurs with the lexeme «conference». The word «conference» comes from the Latin «confero», it means to collect in one place. We can hardly say that in Ukrainian language this word came from global English. However, it can be argued that the word «конференц-система» was borrowed from global English. Despite the fact that the two lexemes separately came from Latin, in the aggregate, this combination belongs to global English, since it began to be used relatively recently in the business sector.

Especially interesting is one of the reasons of borrowings allocated by Natalia Marshall, – borrowing for already existing concepts because of their prestige or fashion. In the process of hotels analyzing, the following phenomenon was stated: the higher the level of service at the hotel, the more borrowing from global English will be used. And vice versa: small hotels hardly use English vocabulary.

Often the borrowing was not justified. For example, on the website of the hotel Ukraine «У холі готелю є **лобі-бар** з затишними столиками і широким вибором кави, спиртних і прохолодних напоїв» [8]. In this particular example and in many others it would be quite possible to use a vocabulary of their native language.

Unfortunately, borrowings do not always enrich the language. I. Skachkova believes that the choice of a particular form of language «is proof of identity of that community» [2].

Summary. To summarize, it can be noted that tourism development has led to a large number of borrowings from English as a global language to many other languages. It happened because realities which did not exist in this country before were borrowed, or for the reason that it became prestigious to call things like in the West.

However, it should be noted that not always these borrowings are justified. And although global English permeates many spheres of life in different parts of the world, people need to learn how to use it, on the one hand, with benefits for intercultural communication, and on the other – not impoverishing native language.

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Мета. Акцентувати увагу читача щодо важливості глобальної англійської мови в туристичному дискурсі та проаналізувати запозичення з англійської мови як глобальної до багатьох інших мов.

Методи. Вирішення поставлених завдань здійснювалось за допомогою використання таких методів, як описовий та компаративний аналіз; аналіз та узагальнення наукової, науково-популярної, методичної й навчально-методичної літератури з проблем туристичного дискурсу та глобальної англійської.

Результати. Визначено місце англійської мови як засобу туристичного дискурсу, а також різні підходи до поняття «глобальна англійська». Визначено поняття туристичного дискурсу як окремого типу дискурсу та його основні характеристики. Проаналізовано положення англійської мови в туристичному секторі. Розглянуто питання про те, яка лексика використовується в даному виді дискурсу на прикладі лексики сайтів готелів України, Німеччини та Словаччини. Показано загальний вплив туризму на економіку країн.

Ключові слова: англійська мова, глобальна англійська, інституційний дискурс, туристичний дискурс, запозичення.

Цель. Сакцентировать внимание читателей на важности глобального английского языка в туристическом дискурсе и проанализировать заимствования с английского языка как глобального во множество других языков.

Методы. Разрешение поставленных заданий осуществлялось с помощью таких методов, как описательный и компаративный анализ; анализ и обобщение научной, научно-популярной, методической и учебно-методической литературы по проблемам туристического дискурса и глобального английского.

Результаты. Определена роль английского языка как средства туристического дискурса, а так же различные подходы к понятию «глобальный английский». Определено понятие туристического дискурса как отдельного вида дискурса и его основные характеристики. Проанализировано место английского языка в туристическом секторе. Рассмотрен вопрос о том, какая лексика используется в данном виде дискурса на примере сайтов отелей Украины, Германии и Словакии. Показано общее влияние туризма на экономику стран.

Ключевые слова: английский язык, глобальный английский, институционный дискурс, туристический дискурс, заимствования.