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XII Халықаралық ғылыми конференциясының
БАЯНДАМАЛАР ЖИНАҒЫ

СБОРНИК МАТЕРИАЛОВ

XII Международной научной конференции
студентов и молодых ученых
«НАУКА И ОБРАЗОВАНИЕ – 2017»

PROCEEDINGS

of the XII International Scientific Conference
for students and young scholars
«SCIENCE AND EDUCATION - 2017»



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**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ
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widened to include greater collective rights for ethnic minorities (even if their languages are not to be officially recognized).

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TOPONYMY COMMODIFICATION AS TOURIST ATTRACTION

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Nowadays, tourism is a part of the infrastructure of any country's economy the growth and development of tourism is of great importance. Tourism is one of the most profitable and remunerative industries, which create a bastion of economical (fiscal growth) and human resources available to any country's economy, not mention the worldwide popularity of the country involved in this advertising. It is acknowledged, that Kazakhstan's economic growth and industrial development occurred after establishment of the petroleum and automobile industries followed by a comprehensive program for international tourism.

There are various ways to increase the market in the tourism industry. The use of a renaming places in getting the public's attention works well or method of regional cooperation in tourism. However, the use of advertising as the primary means of success requires a carefully analysis of the tools in the fields of scientific, social and economic behavior. In tourism studies there has been limited analysis of the relationships between (place) names and tourist attractions.

Toponymy is the study of place names, a subject which, at first sight, might appear completely unrelated to tourism. Indeed, academic geographers have a long history of studying both tourism and toponymy but have rarely made links between the two. Initially, it might appear ridiculous that something as seemingly insubstantial as a 'mere' name could be of any interest to tourists. However it is clear that, in certain circumstances, names are the object of the tourist gaze.

Tourist MacCannell identified naming as part of the process of defining tourist attractions. He proposed a process of "sight sacralization" in which objects, places and landscapes are constructed and differentiated as exceptional sights of interest to the tourist. MacCannell's work is important for its recognition that names can be of interest to tourists and that such names have a broader role in signifying a tourist site/sight [1]. Dann also examined the significance of nomenclature and naming practices in tourism. Citing Boyer and Viallon, he identifies the importance of the names of places, attractions and destinations in creating a product image that will communicate the right message and attract customers. Such names can suggest distinction, originality, authenticity or even romance. For this reason, the names of resorts, attractions and hotels often contain an element of fantasy, adventure, magic or escape. Dann also examines how strategies to reimagine and rebrand places (particularly former industrial towns or regions) to attract tourists frequently involves either changing their names or creating new toponyms that will sound more appealing or 'appropriate' to potential visitors [2].

Various studies have examined the role of names and naming in the creation of new place identities within broader economic development strategies. For example, in the UK historical and cultural associations have been appropriated in the creation of coherent themed landscapes that can

be promoted to visitors. A key part of this theming involves inventing new names that have a resonance with potential visitors and succinctly capture the nature of the tourist experience that is offered [3].

Other recent research has explored the importance of (place) naming in mass tourism destinations. Andrews examines the predominantly English names (such as *The Coach and Horse Inn* or *The Kings Arms*) attributed to bars and clubs in Spanish resorts that cater for a predominantly British clientage. Such names reinforce a sense of familiarity (rather than difference) by reassuring visitors that the destination is not too far (or different) from home. In a context where the notion of a clear demarcation between holiday and home is increasingly questioned, naming can be used to emphasize the continuities between home and away [4,5].

Likewise, most cities and towns have their own nicknames, given by local people. Basically, nicknames express the brand character, affinity, style, and personality of the city, or tells a story in a clever, fun, and memorable way or most of them inspires people to visit there, live there, or learn more. For instance, New York, one of the most popular cities in the world and an important American city, has been known by many of its nicknames. Most popular are “The big apple”, “The melting pot”, “New Amsterdam”, “The empire city” and many more. Also the capital of United Kingdom has several nicknames. Namely, “The Swinging city”, “Reykjavik”, etc. “The Swinging city” was given to London city when it played important role in Cultural Revolution in mid of 1960s. Hence, it was given the nickname of the swinging city [6].

Many toponyms are of little interest to tourists beyond their use within way finding strategies in an unfamiliar destination. However, in some cases a place name can be a sight in its own right. Urry and Larsen argue that the principal characteristic of a tourist sight is that it is, in some way, out of the ordinary [7]. Similarly, Rojek defines a tourist sight as ‘a spatial location which is distinguished from everyday life by virtue of its natural, historical or cultural extraordinariness. In this context some toponyms are sufficiently unusual or extraordinary to be of interest to tourists. The best examples are those that are exceptional because of their length. At 85 characters the longest toponym in the world is *Taumatawhakatangihangakoauauotamateaturipukakapikimaungahoronukupokaiwhenukitanatahu* in New Zealand. The name designates a hill in the Maori language. It is clearly marked as a tourist sight: the name is inscribed on a large sign at the side of the road for visitors to stop and observe, while advance signs inform visitors that the name is ahead. The second longest toponym is *Llanfairpwllgwyngyllgogerychwyrndrobwlllantysiliogogoch* in North Wales, UK. This Welsh-language place name is inscribed in full on various buildings in the centre of the village and on the platform of the town’s railway station. The third longest toponym is *Chargoggagoggmanchauggagoggchaubunagungamaugg* in Massachusetts, USA. This is the name of a lake in a Native American language and is a minor tourist attraction within the region [8].

In other cases, a place may gain celebrity simply because its name is unusual or surprising. Some of the best known examples include *Hell* (in Norway and in several American states), *Condom* (France), *Shitterton*, *Booze* and *Crackpot* (all UK), *Truth or Consequences* and *Mars* (USA). Such words are not, of themselves, extraordinary: indeed, many are in widespread daily use. Instead, it is their attachment to places and their role as toponyms that is incongruous and therefore an object of curiosity [8].

Toponyms that are unexceptional in themselves may enjoy an enhanced significance for tourists because they are metonymic for some other aspect of a destination, landscape or city. For example, *Broadway* is the name of a street in New York, but it is also the centre of theatre and musicals in the city. *Wall Street* signifies the financial centre of New York while *Whitehall* in London is the centre of government in the UK. Other street names evoke a particular way of life or historical era. *Haight-Ashbury*, a district of San Francisco, USA (named after the intersection of two streets) is associated with the hippie culture of the 1960s and bohemian living more generally. Again, the name itself is rarely of interest to tourists but is important as a marker or signifier of something else that constitutes the attraction. As in other examples, tourist interest can turn to material representations of the name, particularly if there are few obvious ‘sights’ along the

thoroughfare.

In other instances, existing toponyms can be changed in order to attract visitors. In Melbourne, Australia a small street was renamed *ACDC Lane* in 2004 after the heavy metal band which had close associations with the city. Although fans were drawn to Melbourne there was no obvious focal point for their interest. Within a strategy to diversify its offering for tourists and exploit its heritage of popular culture the city council opted to rename an inconspicuous central street (*Corporation Lane*) after AC/DC to create something for fans to visit. There is little to see on the street beyond the plates featuring the name (although the street also hosts open-air festivals and music parties). As such, the name is effectively the marker of a non-existent attraction [9]. Another prominent example of renaming is the Tibetan county of Zhongdian which was renamed *Shangri-La* in 2002 with the endorsement of the central Chinese authorities. This name is inspired by James Hilton's 1933 novel *Lost Horizon* which portrayed Shangri-La as an idyllic mountain valley, largely isolated from the outside world. Over time, Shangri-La has come to represent an archetypal rural paradise and has become a powerful cultural myth of Otherness. By renaming the region in this way the local authorities were seeking to boost tourism in a region with limited other economic opportunities. Therefore, renaming places can be one of the best method in advertisement [10].

All tourist sites/sights are associated with particular practices or 'performances' by their visitors and place names are not exception. Moreover, since the performances of tourists play an important role in reproducing the meanings of tourist spaces and places the activities and practices of 'place name tourists' are instrumental in reconstituting the symbolic meaning and significance of particular toponyms and re-sacralising them as 'attractions' [11].

There are many places, which could be renamed in our country too. For example, most of people are hospitable and kind in welcoming guests or strangers in Shymkent. Nickname "City of Hospitality" would not only attract tourists, but also could describe its peculiarity. In addition, one of the most industrial source in Kyzylorda could reflect on its nickname as "City of Rice" and Baikonyr – "The way to Space", etc. In such cases, places would be more interesting existent attraction.

The relationship between tourism and toponyms has a substantial role. Most place names are unexceptional and consequently are of little interest to tourists. However some toponyms are out of the ordinary - either because of their length, their incongruity, their specific cultural associations, their broader metonymic significance, or the symbolic capital they represent – and these can become the focus of tourist interest. I would not suggest that place name tourism is a distinct form of niche tourism . Instead, visits to place name sights usually takes place within broader practices of heritage tourism, cultural tourism, urban tourism, and rural tourism. The appeal to tourists of particular toponyms may, in turn, be exploited by tourism planning and marketing agencies, so that the name is incorporated into the broader circuits of production, exchange and consumption that are part of contemporary tourism.

The emergence of place names as tourist attractions illustrates various trends in contemporary tourism. Such attractions demonstrate the continuing diversification and specialisation of the tourist gaze as tourists seek out new and unusual sights which, in turn, are commodified by a range of tourist agencies and actors.

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MY IPHONE IS LAGGING, OR ENGLISH BORROWINGS OF RECENT YEARS IN THE CONTEMPORARY RUSSIAN LANGUAGE

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The article narrates about the trends of the flow of English borrowings of recent years in the Russian-speaking audience. Article covers the most frequent and wide-spread English words which have entered the Russian languages in the two recent decades, with special attention to the several recent years. The author considers words related to the spread of informational and communication technologies, policy, arts, sports, business, etc. Key words: borrowing, English, Russian, sports, social media, internet, social networks, business.

Nowadays the history of linguistics is characterized by the period of activation of interest towards Russian-English language contacts, and we see substantial reasons hereto. The English language is now called the Latin of the XXI century quite reasonably: approximately 3/4 of all borrowings in the Russian language of the end of XX – beginning of XXI are British and American borrowings. The interest toward these takings of the recent ten-fifteen years is quite special. Hence, this work is characterized by culture-studies approach to the topic.

Novelty of this research lies in the very interpretation of the topic, therefore its urgency, defined by significance of the English language in modern life of Kazakhstan's society. The subject of the work is research of English borrowings in the contemporary Russian language of recent decades.

Recent 20-30 years the English words penetrate into the Russian language so rapidly and massively, that linguists have started calling this phenomena *English-Russian bilingualism*. It is caused, first of all, by the openness of modern society for international contacts.

Majority of words is represented by the thematic groups:

Science and technology, informational technology, policy, public administration, history, Literature:, art, religion, sport. Then go domestic lexica, navy and military affairs, positions, institutions, finance, units of measurement, trade nomenclature. The table below gives example of some English words, which has started to be actively used by the means of mass media quite recently.

The subject of research is lexical items of English origin and their derivatives. Hence the objective of work is analysis of specifics of English words in the colloquial speech of Russian speaking community. General goal has defined the definite research tasks:

1. To define the reasons of English elements in the Russian language;
2. To analyze theoretic materials related to borrowings;
3. To consider means of English borrowings generation process;