

мові процеси, не стримувані тиском норми, відбуваються у багатьох разів швидше і доступні безпосередньому спостереженню.

## ENGLISH VARIETIES

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The various dialects of English differ from the standard language in a rough proportion to how long they have had a separate identity. Languages need time to develop in their own directions and take on their own features.

Of special interest are those English varieties, which are, first of all, less studied by linguists, and, secondly, which have greater number of distinctive features from mother language than other varieties, namely the varieties of English in the Commonwealth. This class includes Asian English, African English and mixed-up varieties as pidgins and Creoles. Along with the historical aspect, the background, an attempt has been made to throw light upon grammatical and syntactic characteristic features of the English varieties mentioned above, their vocabulary and sounds, so all that can be of interest from the philological point of view. So it is necessary to define whether they are languages themselves or not.

On the one hand, there is a difference of size; because a language is larger than a dialect. That is, a variety called a language contains more items than one called a dialect. This is the sense in which one may refer to English as a language, containing the total sum of all the terms in all its dialects, with 'Standard English' as one dialect among many others.

The other contrast between 'language' and 'dialect' is a question of prestige, a language having prestige, which a dialect lacks. In this sense Standard English is not a dialect at all, but a language, whereas the varieties, which are not used in formal writing are dialects. Whether some variety is called a language or a dialect depends on how much prestige one thinks it has, and for most people this is a clear-cut matter, which depends on whether it is used in formal writing.

It is important to say that standard dialects also provide medium through which persons from different linguistic backgrounds can

communicate with one another. In larger parts of the former British Empire, English has retained great significance even where very few of the population speak it as a mother tongue. In Africa it is rivaled as a lingua franca only by Swahili in Tanzania and one or two other regions of the east. Being the language of no particular group, it enjoys the same kind of advantage and status as Latin did in medieval Europe. South African English has always existed in a complex multilingual and multicultural environment. The vocabulary of SAE has been influenced to a greater or lesser degree by the other languages, for instance:

by Afrikaans, e.g. *boerewors* 'spiced sausage', *braai* 'barbecue', *in a dwaal* 'confused, dreamy', *jol* 'have fun', *laatlammietjie* 'younger last child', *lekker* 'pleasant, nice, delicious';

several Indian languages, e.g. *breyani* 'Indian dish of meat and rice', *bunny-chow* 'curry in a hollowed-out half-loaf of bread', and *samoosa* 'triangular pastry with curried filling' (known as *samosa* in Britain), *charo* 'Indian' (affectionate if used by an Indian person, but racist if used by others).

Several languages were influential in the past, for example Portuguese, e.g. *bredie* 'stew', *commando*, *kraal* 'animal enclosure', *padrao* 'cross' (as erected by early explorers)

In addition to borrowed words, African English includes expressions translated from other languages the common greetings *go well* and *stay well*, *monkey's wedding* 'simultaneous sunshine and rain'; *to throw the bones* 'to divine'; *to hold thumbs* 'to cross one's fingers'. It has also developed new senses of established English words, e.g. *just now* 'in a while', *location* 'black residential area', *motivation* 'project proposal', *robot* 'traffic-light'.

Similarly, in Asian countries, in India for instance, English is probably the most lasting legacy from colonial times. Attempts have been made to replace English as the language of government, the courts, and higher education. They have so far failed. The openings that English provides in the international commerce and its freedom from regional rivalries have made it indispensable. Though there is also mark on Indian variant of English left by other languages as Carib languages *jiga* or *jigger* (an insect), *kayman* (a crocodile), and *macca* (anything sharp, a thorn). ; West African languages *bosi* (proud, a show-off), *bukra* (white

man or woman), *duppy orjumby* (a ghost), *fufu* (pounded food), *nyam* or *ninyam* (food, to eat), *omi* (water), *tuku-tuku* (short, squat), and *unu* (you, plural), for instance. There are also words that were taken from British dialects: for example *bubby* (a breast), *buss* (a kiss), *fig* (a segment of an orange), *labrish* (gossip, chitter-chatter, from the dialect word *lab*, to blab, reveal secrets), and *tinnen* (made of tin).

As for the mixed-up varieties of the English language, one can surely say that they are languages themselves too with their own vocabulary, grammar and sounds. Although the grammar of pidgin is simpler than the grammar of English, and although pidgin often sounds like the uneducated fumbling attempt to speak the parent language, pidgin is not just "corruption" of it. Pidgins have grammar and vocabulary their own. However, they are created languages. An English-based pidgin lies at the very limits of what you might call English. Though founded on English, it includes admixtures from local languages. Grammatical complications in English are also ironed out; for instance, a single form *go* might also be used for *goes*, *going*, *gone*, and *went*. Pronunciation too is altered to fit into local patterns. Foreign speech sounds are usually avoided; *thing* sounds like *ting* and *the* like *de* or *ze*. Sentences tend to be short and follow simplified patterns: questions, for instance, may be formed solely by a special intonation of a simple statement. Repetition or reduplication is common which is used for emphasis (*bikbik* - "very big"); for word building (*tingk-tingk* means "a thought or opinion"); for distinguish words that sound the same (*sansan* for "sand" but *san* for "sun"); for grammatical purposes - in order to show, for instance, a plural.

While pidgins are regarded as reduced languages, Creoles are considered expanded languages. That is, while pidgins develop to enable communication in relatively isolated dominants, Creoles allow for a full range of expressive possibilities on a par with more "recognized" languages. In regions where English-based pidgins and Creoles are used, there is usually a range of possibilities running from full-blown pidgin to Standard English. Speakers with more education tend to be able to speak something closer to the standard language as well as the local pidgin.

But still all the mentioned varieties should not be thought as the corruptions of English. They are not the wrong forms of mother

language. They are languages and they have their own right to exist, as there is need in them.

## КАФЕДРА ИНОЗЕМНИХ МОВ

### INFORMATION SOCIETY

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Social-economic formation, which has production and consumption as basis of economic system and society social structurization, can be named postindustrial (information) society.

Information instruments make production basis, information goods and services are main consumption (and therefore, production) product, and information is the key factor of society structurization in information society.

In this context I should like to dwell more in detail on such an aspect of IS category as economics information technologies, inasmuch as just them determine IS character.

Better information for incumbents, lock-in, and demand- and supply-side economies of scale suggest that industry structure in high-technology industries will tend to be rather concentrated. On the other hand, information technology can also reduce minimum efficient scale thereby relaxing barriers to entry. People value diversity in some areas, such as entertainment, and IT makes it easier to provide such diversity. Standards are a key policy variable. Under a proprietary standard, an industry may be dominated by a single firm. With an open standard, many firms can interconnect. Consider, for example, the PC industry. The PC itself is a standardized device: there are many motherboard makers, memory chip makers and card providers. There are even several CPU providers, despite the large economies of scale in this industry.

Compare this to the software world, where a single firm dominates the PC operating system and applications environment. What's the difference?

The hardware components typically operate according to standardized specifications, so many players can compete in this