

речь идет фактически о повышении цен, но слово «либерализация» удачно вуалирует этот неприятный для людей факт;

2) иноязычное слово, которое либо многозначно, либо диффузно по своей семантике, будучи употребленным в роли эвфемизма, актуализует только один достаточно определенный смысл. Так, слово «интимный» обозначается в словарях как «сокровенный, задушевный; глубоко личный», однако, в административно-юридических документах это иноязычное слово-эвфемизм употребляется применительно к половым отношениям;

3) выполнение социально-психологических функций:

- предотвращение коммуникативного дискомфорта, даже нанесения слушателю психологической травмы (... *острая почечная недостаточность в терминальной (=конечной) стадии*);

- переименование профессий с целью повышения их престижа или сокрытие негативного впечатления о профессии при «прямом» ее обозначении (*оператор машинного доения (=дояр), оператор на бойне (=боец)*).

Таким образом, можно сделать вывод, что иноязычное слово, часто воспринимаемое говорящими как символ книжности, учености, престижности, будучи еще и эвфемизмом, оказывается не только более или менее удачным камуфляжем для того или иного «неприятного» явления, но и как бы повышает его ранг, делает вполне respectable.

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## **NATURALISTIC OBSERVATION METHOD**

Languages have their own characteristics: pronunciation, grammar, stylistic, exceptions from rules. We take them in with speech. Language can be nonverbal as

well as verbal: cultural specific of gestures and facial expressions. Language in thoughts and writing.

*“Writing is not trouble, just jot down ideas as they occur to you. The jotting is simplicity itself – it is the occurring which is difficult.”*

*As one child put it, “I’d like to be an author, but you have to be dead.”*

Language depends on surroundings: family’s and teacher’s attitude. Parents don’t pay necessary attention to children’s grammar pronunciations. Children’s initial efforts to speak English may be met with ridicule.

The method of naturalistic observation provided gaining knowledge of mastering the phonetics and grammar structures by children in a natural convention blow. A problem of ignorant parents: children follow them. Children whose parents go back to earn their diplomas gain a new inspiration to graduate themselves.

Sonia Nieto raised a question for teachers about the meaning of being American Brumfit (a professor of Oxford) examined communicative competence – speaking, listening, reading, and writing. Dynamic and variable nature of language passes on from native speakers to learners.

Students of all ages need the social practices in situated discourse. The local discourse affects the construction of meaning. Learners may have hear English only at lessons so their vocabulary is limited. Thus Kauffman offered a new program of studying English which is wide spread all over the world now.

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## **THE CRUX OF THE SHAKESPEAREAN QUESTION**

The purpose of the report is to show the crux of the Shakespearean question from Stratfordians' point of view. Shakespeare is proved to exist. The evidence is his plays, sonnets, active life and ungraving in Stratford, being a co-owner and an actor of a theatre. The mystery is whether he was an illiterate country businessman or an intellectual dramatist.

A question of personality: a fluent writer or a tongue-tied introvert? Contradictory concepts: romantic genius Shakespeare (by A. C. Bradley) and practical miser (by R. Greene). To judge upon his plays and sonnets he was influenced by idea of "being a gentleman."

A question of illiteracy: he was an apprentice, but he had the greatest vocabulary (20-25 thousand words). He invented approximately 3,5 thousand new literary words (Oxford Dictionary). He was acquainted with works of ancient and contemporary [for him] figures, such as Ovidiy, Seneka, Plutarch, Boccachcho, Montain, and others. He knew several languages (French, Greek, Latin, Italian) and different studies (medicine, music, laws, history, etc.) He was said to visit Northern Italy, Venice. Real Shaxpere had never been to Italy, but his plays could be written only after such a visit.

The last question which appeared owing to various handwriting – whether "Shakespeare" was a single person or an implicit group of playwrights. There are several versions about all these questions, but the problem is still opened.

### **Literature**