

5. Maslow A. Self-actualization. Enlightened Management. Organizational theory / A. Maslow. – S. Petersburg: Piter, 2003. – 413 p.
6. Semychenko V. A. The problems of the behavior motivation and human activities. Module course / V. A. Semychenko. – Kyiv: Millenium, 2004. – 521 p.
7. <http://www.inc.com/.../10-reasons-you-re-not-getting-hired>.

CHINESE ACCENT OF ENGLISH. CHINGLISH

MARYNA SOLOVICHENKO, student

ALLA N. KROKHMAL, Associate Professor, PhD (Pedagogy), English Language Adviser

O. M. Beketov National University of Urban Economy in Kharkiv

Nowadays it's interesting information. We often see funny pictures with words and sentences written in a wrong way, It's about signs, logos, names of shops and other things in China. Chinese people be like google translate. I decided to clear up what is Chinese English, its history and a place in a daily life of chinese people.

Causes of mispronounce and misspelling English by Chinese today's English-language publishers and teachers in China are passing on obsolete translations and incorrect rules of language to students.

- Dictionary translation: translating Chinese to English word for word
- Use of machine translation or word-for-word translation from a dictionary with no post-editing
- Competently translated text which has been subsequently edited by non-native speakers
- Linguistic differences and mother tongue interference
- Different thinking patterns and culture

English first arrived in China in 1637, when British traders reached Hong Kong, Macau and Guangzhou (Canton). In the 17th century, Chinese Pidgin English originated as a lingua franca for trade between British people and mostly Cantonese-speaking Chinese people. This proto-Chinglish term "pidgin" originated as a Chinese mispronunciation of the English word "business". In 1982, the People's Republic of China made English the main foreign language in education. Current estimates for the number of English learners in China range from 300 to 500 million.

Chinglish is the combination of the Chinese culture and the English language. China English has linguistic characteristics that are different from the normative English in all linguistic levels, including phonology, lexicon, syntax, and discourse.

Phonology. At the phonological level, Chinglish does not differentiate between various vowel qualities because they don't exist in Chinese. As a result, there is no contrast between the two sounds for Chinglish speakers. For

example, ‘cheap’ and ‘chip’ would be the same pronunciation. Another phonological feature is that speakers are unaware of the “graduation” of words which are said in different tones depending on the context. The word ‘for’ is stressed and said differently in the phrases “what is it for?” and “this is for you.” To a Chinglish speaker, the two are the same. Chinglish speakers use Chinese phonological units to speak English, and retain the syllable timing of Chinese in place of the stress timing of English which together gives them a notable accent.

I'll give you some examples of how they pronounce English words:

TOWN /taʊn/: similarly, they have a similar diphthong /au/ but they don't have the combination /aʊn/ and they replace it with /an/ or /aŋ/ which they do have

READ /i:ɪd/: as I said, they don't have /ɪ/ and somehow it's more difficult than sh /ʃ/ which they don't have as much problem producing, so they might replace it with a /w/. In some other words with r, Chinese might replace it with /l/, this I'm not sure has to do with the syllable structure or is more of a personal choice.

CAKE [kʰeɪk]: again, they have the diphthong /ei/ but it's never followed by any consonant so they replace it with /ɪ/, and as mentioned, our syllable-final plosives don't have that release of air so they pronounce cake as [kʰɪk̚]

Consonants. Chinese doesn't have /v/, /θ/, /ð/, /ʃ/, /ʒ/, /tʃ/, /dʒ/, /tr/, /dr/, /dz/. They don't know the difference between /v/ and /w/, therefore they pronounce "survive" /sə'waɪw/. Of course, they don't distinguish between "west" and "vest". (Запад и рубашка). /θ/ and /ð/ are pronounced /d/ and /z/ respectively. So "the" will sound like /zə/. Few people can pronounce these two well. /tʃ/ is pronounced like q in pinyin (or in IPA tʃʰ). They have big trouble with /r/ so they have a sound similar to our /ʁ/ with curled tongue. Final /l/ pass into vowels /o/ and /u/ (l vocalization) like in cockney. BOTTLE [bɒtəl]: they do not have /ɒ/ so they replace it with a slightly higher vowel /ɔ/, and they do not have dark l (which appears in words like hassle, cockle, hostel...) so they vocalize it – they turn it into a vowel, finally they pronounce the word as [bɒtəu] (like "bot-oh"). Plus, they often add a vowel after many final consonants.

Single Vowels: the most popular mistake that damage our ear is a Standard Chinese” has around 6 vowels, while English has around 12. This difference makes differentiating between English vowels very difficult for Chinese-speakers. Also, common English sounds, like voiced fricatives and affricates (“v” “th” “z” “j”) do not exist in Chinese. These result in some common pronunciation difficulties Diphthongs. Chinese doesn't have /ɔɪ/, /ɪə/, /əʊ/, /eə/, /ʊə/.

Speaking of /eə/, Chinese people learn British English in primary school, American English in junior high, and again British English in senior high. Teachers and students speak a mix of the American English and British English. There's hardly anyone who can distinguish between these two accents.

Now for /eə/ many people say /er/. This should be fine, but...They don't distinguish between /el/, /eə/ (or /er/) and /eil/. That is, these pairs of words sound exactly the same for them: fell – fair – fail; bell – bear. Of the three, they usually choose /el/ (as in "fell").

Vocabulary. In Chinglish, "I know" is generally used instead of the term "I see", when used to tell others that you understand what they said. "See", "watch", "read", "look", all refer to "看" in Chinese. For example, "看電影" means "to see a film" or "to watch movie", "看書" means "to read a book", "看著我" means "to look at me". Because of that, Chinglish speakers use "look" instead of "see", "watch", or "read". The same phenomena can be found in the use of "speak", "say", and "talk" – 說. For Chinglish speakers, the expression "Can you say Chinese?" means "Do you speak Chinese?"

Chinglish is the combination of the Chinese culture and the English language. China English has linguistic characteristics that are different from the normative English in all linguistic levels, including phonology, lexicon, syntax, and discourse. Chinese don't have some vowels, consonants and diphthongs as Englishmen have, so they had to change them and to adapt.

Reference:

1. <http://www.antimoon.com/forum/t5555-15.htm> ;
2. <https://www.quora.com/What-does-the-Chinese-English-accent-sound-like> ;
3. <http://www.yorku.ca/earmstro/chimerica/markdown/> .

THE USE OF INFORMATION TECHNOLOGY IN HIGHER EDUCATION

IRYNA STEPANENKO, Lecturer

O. M. Beketov National University of Urban Economy in Kharkiv

Our modern world is becoming increasingly dependent on information technologies, as they are being used more in all areas of public life. For millions of people, computer has become a familiar attribute of everyday life, has become an irreplaceable assistant in study, work and leisure. It has saved a person from routine work, simplified the search and receipt of necessary and timely information, communication between people. It has accelerated decision-making processes. All this led to the emergence of a new type of culture – information. People begin to master it from early childhood. Therefore, the use of information technology in higher education is an objective and natural process. Nowadays this is a requirement.

Initially, computer makes it possible to systematize existing methodological developments and transfer them into electronic data. Thematic