

One of the major limitations of the Flipped Classroom method is the requirement for access to technology. Students who do not have access to a computer, tablet, or internet may be at a disadvantage in this approach.

Time-Consuming:

The Flipped Classroom method can be time-consuming for both teachers and students. Teachers need to prepare materials in advance, and students need to spend time watching lectures or reading materials outside of class. This approach can be challenging for students who have other commitments or who struggle with time management.

Potential for Isolation:

The Flipped Classroom method can be isolating for some students who prefer to learn in a more traditional classroom setting. Some students may feel overwhelmed by the amount of independent learning required in this approach.

Conclusion:

The Flipped Classroom method is an innovative and effective approach to teaching English to students of a philological department. This method provides opportunities for personalized, collaborative, and interactive learning,

LINGUISTIC PURISM AS AN OBJECT OF SOCIOLINGUISTICS

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Linguistic purism is a normative direction in language policy that aims to eliminate unjustified borrowings in a certain language and replace them with neologisms or vernacular phrases. In different historical epochs, it was possible to observe purist trends in countries such as Germany, Poland, Turkey, Hungary, France, etc. Such trends were also popular in Ukrainian territories. Discussions about the need to introduce purist norms into the language continue to this day. Philologists O. Kurylo, M. Nakonechnyi, P. Selihei, Yu. Shevelov paid attention to this problem. However, in our opinion, Ukrainian and foreign sociolinguists have not yet developed a final view on this problem. This determines the *relevance* of this topic, therefore the *purpose* of our report is to clarify the concept of "linguistic purism", to provide an assessment of this phenomenon in the language, to analyze the manifestations of purism in the German language.

In the Ukrainian language, purist tendencies were most pronounced in the 1920s – early 1930s in connection with the creation of national terminology in various scientific fields in our country, when linguists replaced foreign words with Ukrainian equivalents: *географія* – *землетис*, *гербарій* – *травник*,

перпендикуляр – прямовисна, полюс – бігун, фонетика – звучня, циркуль - кружало [1, p. 161].

It used to be said that purism is a rare phenomenon, but the history of various standard languages shows that purism is an inevitable stage of their formation and strengthening. Czech, Bulgarian, Romanian and other languages have not escaped purism.

In the XVII–XVIII centuries, the Germans sought to eliminate French words from their language, so along with the romanisms *Kompanie, Qualität, konstatieren, Moment, Armee, Autor* appeared *Gesellschaft, Eigenschaft, feststellen, Augenblick, Heer, Verfasser*, etc. In the XIX century, the linguist and publisher J. H. Campe proposed a program for cleaning and enriching the German lexicon, concluding a dictionary. Many words formed by J. H. Campe as opposed to borrowing are widely used in the modern language: *Flugschrift* "brochure, postcard", *Öffentlichkeit* "publicity", *verwirklichen* "to embody", *Stufe* "degree, level", *Einklang* "consonance, consistency", *Missklang* "discordance, disorder", *Einzahl* "singular", *Mehrzahl* "plural", *Verhältniswort* "preposition".

After the proclamation of the German Empire (1871), the policy of national unity and, in particular, linguistic unity unfolded. Purist views are defended by the "All-German Language Union", the government of the country invariably supports purism. At this time, the words *Fahrkarte* instead of *Billet*, *Bahnsteig* instead of *Perron*, *Schaffner* instead of *Konduktor* were introduced into the German language. Since that time, the tradition of calling new technical inventions their own innovations has been established in various scientific fields: *Fernsprecher* "telephone", *Fahrrad* "bicycle", *Kraftwagen* "truck", *Kühlschrank* "refrigerator", *Rundfunk* "radio", *Rechner* "computer" [2].

The modern German language is not very protected from the influx of Americanisms: texts on some topics (sports, fashion) are written "Denglish" (from Deutsch and English). Purism is promoted by the Society "German Language" (1997), which opposes excessive borrowing, is critical of Americanization, and advocates strengthening the European self-consciousness of Germans.

Scientists, writers, public figures, academies, language circles, etc. participate in the implementation of purist tendencies in the language in different countries. A positive feature of purism is that such a process activates the creation of new words in a certain language based on national expressive means, and this develops and enriches the language. Some consider purism to be an extreme manifestation of concern for the purity of the standard language [3, p. 541]. However, most often language purism arises as a process that counteracts aggression from other languages or a language seeks to get rid of unwanted similarities with some neighboring languages. We think that purism is inherent in societies that try to protect the identity of national culture and language. We are convinced that purist tendencies to a certain extent should act constantly in order to systematically, and not from time to time, take care of the development and

protection of the native language from an excessive number of new foreign words, that is, to borrow only the necessary language units.

Today, purism is manifested in various languages that seek to protect the purity and national identity of national languages from the globalizing influence of the English language, and more broadly – to protect their independence.

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PECULIARITIES OF INVERSION TRANSLATION IN JANE AUSTEN’S WORK “PRIDE AND PREJUDICE”

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In modern linguistics, the concept of inversion is treated ambiguously. The problem of inverted word order is highlighted in the writings of such scientists as V.L. Kaushanska, I.R. Halperin, V.D. Arakin, T.V. Yakhontova, D. Danielson, D. Bilber, D. Kristan, J. Sealy. In my thesis, I will summarize the existing inversion approaches of the researchers mentioned above.

The subject of this work is inversion in the English language from the point of view of its translation into Ukrainian.

The aim of my paper is the analysis of the translation and the opportunity to transmit the meaning of the inversion in Ukrainian.

We compare translations of inverted sentences from Jane Austen’s work “Pride and Prejudice”

Inversion is a violation of the direct order of words in the English language. A non-standard word order is used in some constructions, but if it is necessary for the emotion to see the same word.

Inversion can be complete or partial. In spoken English, the latter type is more frequent (Is it true?). A distinction is made between grammatical and stylistic inversion.

Grammatical inversion occurs in the following cases:

- 1) interrogative sentences (Where does she live?);
- 2) a sentence with the interjection there (There are dances every Friday night at the community center);