

literary formation is specific weight of a particular method, although, as some scientists noted, it is impossible to differentiate clearly between productive and non-productive ways of word formation: non-productive types are potentially productive, it is not excluded the occurrence of new formations related to non-productive types. The productivity of the slang method is a quantitative characteristic: method is productive if it formed hundreds or thousands of words. The most frequent ways of formation in the youth slang are affixation, metaphorization and borrowings.

New world and new way of life in the world require new language and communication tools or transformation of old ones. Slang, generated by internet users, is becoming the common lexicon. Due to internet changes the role of the text in society. On the internet people try to make true their desire for creative expression. Due to the Internet hypertext has become a new way of thinking in the language reflection. Changing the consciousness of the person on the Internet, forming a new network living and thinking significantly affect the language situation. Probably, we are witnessing the formation of a new style of Internet communication, which is not only a particular feature of the Internet community but also seriously affects the verbal behavior of society as a whole.

When visiting English-speaking chats to make contacts and develop knowledge of English, one can hardly understand something because it is not the language studied at school. Internet slang is firmly rooted in our vocabulary and the problem of modern society is to keep up with the time. It is impossible to say how its use will affect our lives but one thing is clear that slang will exist and grow.

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STUDENTS' RESEARCH WORK IN TECHNICAL UNIVERSITY

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Educational process in a technical university considers students'

research work to be an essential element of a curriculum, and we promote the development of programs that incorporate such inquiry-oriented activities. We use the term *investigation* to describe an exploration or study intended to answer a question about the professional technological world and uncover properties and relationships among structural elements of this technological world. Investigations may involve working with physical models and events, simulations of naturally occurring processes, data that summarize findings of research, or written accounts of studies conducted by others.

In the present work the authors reports an example of students' investigation during one year of the Integrated Undergraduate Degree at Power Plant Construction Faculty of Belarusian national technical university.

The students performed a scientific work named "Structural analysis of English and Russian word combinations of construction subject matter" comprising mechanical, chemical, material science and even the new building technology implementation. Those tasks were carried out within activities going at practical English classes. This project was a very interesting work and took the time of two semesters. The aim was to explain the students how useful those experiences had been, allowing them to explore many techno-scientific activities within their engineering education.

The work was divided into two equal parts. The first half of the work included lectures on "Building materials and technology" and the instruction that provided the students with the tools they would use throughout the course, particularly in the second half that focused on carrying out the scientific work. The second half of the project included the following stages: defining the problem, collecting data, detailed design and documenting the above process. The object of the investigation was engineering terminology from textbooks "Engineering the Future", "English for Civil Engineering" [1, 2]. The findings included two tables of similarity and dissimilarity in English and Russian word combinations of construction subject matter.

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КОММУНИКАТИВНЫЕ СТРАТЕГИИ НЕМЕЦКОЯЗЫЧНОЙ РЕКЛАМЫ ЖЕНСКИХ АВТОМОБИЛЕЙ

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