new [nu:]; adult [ədʌlt]; brochure [ˈbrouʃjʊr]; garage [ˈgæraːʒ]; address [æˈdrɛs]; laboratory [l æbrətorɪ]; rout[raʊt] [5].

In this article we pointed out the vivid peculiarities *of* American and British Pronunciation and gave the example of differ pronunciation.

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The explication of the concept «time» in management discourse
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The objective reality surrounding us is in a state of constant movement, change and development. Time is not inherent stability, it is perpetual motion. The use of language in the management creates a special semantic space, one of the specific features which are the prediction and design path to the future. Analysis of a linguistic element specific to a particular discourse is the key to understanding a language speaker.

The concept of time is discontinuous. Time intervals are located closer to the core of the concept of time. Time intervals are hyponym of the concept of time. Universal primary meanings of time intervals can be the following: *second, minute, week, month, etc., time, time, era, etc*. They form the core of the concept of time; indicate the time in and of itself. Farther from the core of the concept can be found in the reference of the following characters to the time *when, now, after, before, and others*.

Any discourse has had the central concept of time always, for example, *from Monday to Friday, all year, yesterday, 6 p.m., in July, on Sundays and others*. Also periods of time, work-related everyday life, working time, holiday, lunch, vacation, holiday and other are elements of the concept of time, deeper in the practice. At the periphery of the semantic field of the concept of time is found its event component. Event-words such as *briefing, meeting, conference, interview,* business conversation and others are further away from the prototype of the concept or time.

A nonconcrete reference occurs at the intersection of a periphery of the concept of time and of the concept of event. Further research will focus on peripheral members of the concept of time.

In the management discourse *strategy and tactics* are essential signs of professional language. In the semantic space of management discourse: strategy is the definition of the general way (direction, course) towards long-term goals. Tactics is a way for the general movement toward the goal; it is a form of strategy realization. The strategy, which changes frequently – is not a strategy, and the best case it is a tactic.

The strategy focuses on a longer-term perspective than tactics. Tactics or short-term solutions aimed at real moment of time. The strategy also involves some untouched

potential, perspectives, unpredictability. Strategic objectives are more long-term and stable, while the tactical objectives are more short-term and more flexible. The strategy involves the idea that the future is a repetition of the past, some conservation, saving paradigms. The strategy defines the tactics which in turn define shorter time cycles, monthly, weekly, and daily.

Short term decisions based on the economic situation of today, on the measuring of material, human and physical resources which the company has at the moment. These resources are largely determined by the quality of decision in long-term solutions. Reduce or eliminate the negative impact of incidents, accidents, violations, to a lesser extent the ability to effectively resolve conflicts refer to following member of concept: quickly, suddenly, now, immediately, and many others . Operative management of emergency is a temporal index that refers to the locality in time and space. In condition of crisis, the future disappears. If the crisis is overcome, then the future will be, it may not appear if the crisis is not resolved.

It is interesting to see how linguistic signs relate to extralinguistic objects and situations? These signs often have nonconcrete reference; do not represent at fixed intervals of calendar time.

Consider the examples:
(1) In the new fiscal year, which starts in the summer Oracle's strategy will change slightly.
(2) Do you have any development strategy?
(3) A successful strategy should be aimed at addressing the weaknesses.
(4) Service is a strategy.
War craft, Star Craft, Command & Conquer are strategies.
New model of economic growth and new social policy it the Strategy 2020.

So, in utterance (1) "strategy» refers to individualized: Oracle's strategy is selected from the set of strategies, there is a specific reference. In utterance (2) it does not refer to any individual, i.e. the nominal group «any strategy" refers to the object, which exists only potentially, it is not chosen from a class of objects with the same properties. In (3) "strategy" means all, every strategy and corresponds with the whole set of "strategies", exhausts them completely. This is a nonconcrete generic reference with the presupposition of standards. A typical element of the set "strategy" should be such-and-such. In utterance (4) the word "strategy" does not refer to objects, and indicates the property of service, games, and models: »be a strategy ". Predicative has no referent, such use does not refer to any object of the discourse world, but it expresses a certain property, characteristic.

Strategy and tactics are definitely nonconcrete names, they move between abstract and concrete. However, the reference of the strategy and tactics can be specific events, processes. Besides nonconcrete references to a future time (the goal), the present, the period of time (long, short) are possible. In such utterances concrete change of the states of affairs falls.
(5) *The organization develops according to strategy.* Here (5) nonconcrete reference to the future the states of affairs that may never come, to a prediction.
(6) *I have a strategy.* Predicate with a complement in the genitive enters either the observed situation modeling or unobservable mental situation. Mental situation is referred to a future time, the future state of affairs.

An interesting element of the concept of time is a novelty (imagine a word-combination with the strategy or tactics). Which on the one hand, refers to something material which is just created, received, acquired and other, and on the other – to the intangible, measuring look at the states of affairs?

Strategy and tactics are abstract names, because they are the result of realification, objectification of process, and they are " concrete" because they objectified physical empirical process .They have some restriction on the type of the referent, the restriction is due to their relation to time .

Ways of representing time can be varied. Time is something abstract, unobservable; it can be expressed concrete or nonconcrete. Characteristic of the time by specifying the state of the environment and the events there, you can check what kind it is a question of time. According to an event characteristic can be determined at what time the states of affairs will change.

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Similarities and differences of engineering texts in English and Russian
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This report describes the main differences engineering texts in Russian and English languages. The relevance of this work due to the need of any good specialist in the use of texts in two languages: Russian native language (I am talking only about the specialists from Russia) and English is the main technical language of our time.

At first glance, technical texts are completely devoid of emotional coloring and should not have much difference in different languages. However, due to the special properties of the speakers, their habits and ways of thinking and technical literature is also subject to transformation. In this report describes the main differences of technical texts, the phraseology in scientific texts, grammatical features of scientific writing and overall specificity of Russian scientific speech.

The main differences of technical texts in English and Russian languages

The English text is dominated by various forms of the verb, while the Russian scientific style more typical impersonal or indefinite-personal turnovers;

Source: You might ask why engineers have generally chosen to supply us with a.c. rather than d.c. for our household needs.

Translation: Можно спросить, почему для домашних надобностей обычно используется переменный, а не постоянный ток.

In English texts descriptive often used to express the future of customary action;

Source: Fig. 10 gives a drawing of a bulb; the filament will be seen in the centre.

Translation: На рис. 10 приводится чертеж электрической лампы; нить накала видна в центре.

In English technical texts are particularly frequent passive momentum, whereas in Russian language the passive voice is used much less frequently. When translating, therefore, we must often resort to passive designs replacing other means of expression, a characteristic Russian language.