

**Секція 15. НАУКОВІ ОСНОВИ ГУМАНІТАРНОЇ
ПІДГОТОВКИ ФАХІВЦІВ ПІДПРИЄМСТВ ХАРЧОВИХ
ВИРОБНИЦТВ І ТОРГІВЛІ**

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**THE INFLUENCE OF LANGUAGE AND LOCAL PROCESSES
ON THE LANGUAGE STRUCTURE
(ВПЛИВ МОВНИХ І ПОЗАМОВНИХ ПРОЦЕСІВ
НА СТРУКТУРУ МОВИ)**

Досліджено активні мовні та позамовні процеси, завдяки яким одиниці на позначення смакових товарів, а також їхні похідні адаптуються до законів української орфографії, фонетики, орфоенії та акцентуації, зазнають граматичних змін, унаслідок чого гармонійно поповнюють структуру української мови, виявляють цілісність, єдність у межах мови спеціального призначення й поза нею.

Radical transformations in the life of the society, interlanguage contacts appeals to other linguistic sources lead to changes in the system of lexical names of the Ukrainian language. The current state of the Ukrainian language is characterized by the activity in the field of word formation, formation of new phrases, due to which the language realizes its ability to provide communicative needs of society.

The subject of our research is active linguistic and extra-word processes, through which units designating flavoring products adapt to the laws of Ukrainian spelling, phonetics, orthoepy and accentuation, undergo grammatical changes, resulting in harmoniously replenishing the structure of the Ukrainian language.

Marking of the reality in different language systems is based both on the own language fund and on the borrowed one. The necessity to fill the gaps in the recipient language arises when the awareness of the gaps in the culture occurs. Thus, linguists distinguish borrowed language, which is not perceived as such; foreign languages, among which are exoticisms, barbarisms (alien in the language of speech) and internationalisms, the foundation of which is available in many related and unrelated languages in the form of terminology. Examples are convincing that prolonged borrowing of the words *liquor, syrup* (from French); *tea, pekoe tea* (with Chinese); *saffron, coffee* (from Arabic), *coriander, flavoring, pepper* (from Greek); *parsley* (from Polish) and others no longer require descriptive matches to convey their semantics; since they have acquired signs of terms

for the labeling of flavors in the restaurant industry and commerce. They are widely used and have a large number of derivatives. Borrowing can be direct or indirect (from the interlocutor language). For example, in the Ukrainian language, the token *coffee* was following from Arabic to Turkish, from Turkish to Polish language, and from Polish, in the XVIII century - to Ukrainian. However, frequency of the use of this borrowing, the derivation, valence of the token *coffee* in the recipient languages contributed to its loss of this status and the emergence of signs of internationalism.

The token *coffee* acquired the signs of the nucleus of a derivative word-building nest: *coffee maker* (coffee pot); *coffee mill*, *to coffee* (to drink coffee, *coffeed* (made with coffee, coffee brewing).

In our study we noticed, but the noun *tea* demonstrates the ability of to create multi-component structures through affixation derivation: *Indian tea*, *Chinese, tea*, *Azeri*, *Krasnodar*, *Ceylon*, *Yunnan*, *Shank*, *Burmese*, *Naga-Hills*, *Manipur*, *Lushai*, *Assamese tea*, *Russian tea ceremony*. This kind of word-formation contributes to the formation of the terms for the restaurant industry and commerce.

Among the productive neoplasms of the recent decades, there are new combinations of different word-building elements (from prefixes to full-length words), which are combined into complex and compound names and acquired formal-grammatical and semantic features of a single word, for example: *mini-coffee*, *press-cafe*, *coffeman*, *teaman*, *teamania*, *coffee-beans*, *brewing coffee*, *tea-break*, *ice-coffee*, *coffee bar*, *tea bar*, *cream-coffee*, *banquet-tea*, *boutique-coffee-house*.

The number nouns with the prefixes of Greek and Latin origin *pseudo-* and *super-* (for example, *super-coffee*, *pseudo-coffee*, *super-coffee-maker*, *super-tea*) grow. In the names of processes for the production of flavoring products, there is a rather common suffixal mode of creation: *blending*, *filtering*, *adjusting blends*, *fermentation*, *flavoring*, and *roasting*.

In modern structure of the language, the newest borrowings, which are the terminological names of persons by the type of activity, take prominent place: *tea-tester* (a specialist who tastes tea, forms the taste of a tea blend), *barista* (a person who professionally prepares various kinds of coffee), *cup-tester* (specialist, who tastes and appreciates coffee), etc. These and other units in modern speech, beyond the limits of the professional sphere of use, acquire the status of general languages.

Creation of the word collocations *coffee day / tea day*, *Coffee / Tea House*, *coffee / tea card*, *coffee / tea festival* shows adaptation of tokens in the recipient language and acquisition of additional cognitive layers. So today, *tea*, *coffee* is manifested by well-being, friendly relations, sophisticated taste, communication in the circle of friends, place of meeting, comfort, social status, hospitality, and the way of spending time.