

Also, they need to quickly adapt to changing conditions and be able to carry out high-quality intercultural business communication all over the world.

The use of English slang in everyday life conversation is becoming popular among young people. Although using slang can run into some problems, such as confusion or risk of offending people. But on the other side of the coin, this type of vocabulary speeds up the process of providing information during a conversation as well as adding some kind of emotional coloring.

With the development of workplace conditions, a new concept of professional jargon had appeared. Now it is, firstly, a special language environment, limited by the framework of some professional activity. It should be noted that this is a type of jargon used by a group of people of the same profession for special professional communication (internal use). It has the following characteristics: expressiveness (“wicked”), stylistic inferiority (“to botch something up” or “to do a botch job”), the use of various word-formation models (“to flog” (sell at a good price), “a musical” (show)), professional vocabulary and phraseology, duplicating units of terminology and special language (“Bps” (“bits per second”)).

And, of course, the IT-sphere can't do without its specific slang (techno jargon). For example, “PEBCAK” means “Problem Exists Between Chair and Keyboard” (this is used when a technician realizes that the reason why you can't fix your computer isn't because of a computer malfunction). Also, the following funny combination of words is quite common: “Copy, paste and pray” (sometimes a programmer has no choice but to copy the code from the Internet and just hope it works).

There was conducted a survey as to the need of popularizing professional jargon, which showed that the majority of respondents (65%) believe that the use of professional jargon helps to find a common language and convey an opinion faster.

The same opinion was supported by another 20% who voted for the use of jargon only sometimes. 15% believe that professional vocabulary should only include professional terms.

To sum up it should be noted that young people prefer popularization of a combination of both professional and slang vocabulary. Therefore, this topic is urgent for employees in various professional fields and can help to improve communication at work. Such small but nevertheless valuable elements can contribute to the increase in productivity team-building in a company.

*K. Zavodun*

### **DANCE HISTORY. WHAT IS THE DIFFERENCE BETWEEN ANCIENT DANCE AND MODERN ONE?**

*K. Заводун*

### **ІСТОРІЯ ТАНЦЮ. ЧИМ ВІДРІЗНЯЄТЬСЯ СТАРОВИННИЙ ТАНЕЦЬ ВІД СУЧАСНОГО?**

Dance is one of the oldest art forms. Its appearance is attributed to the times of primitive tribes. Naturally, in that era the type of dance and its purpose differed significantly from modern ones. The development of this art went through several stages, the dance changed, as did society as a whole. The dance has come a long and very interesting way of its evolution. At the beginning of its inception, dance forms were the simplest, later they became more complicated, and then deeply emotionally colored. The dance subsequently began to reflect the surrounding life, which enriched its content. Since ancient times, dance

has accompanied people from their birth to their death. In ancient times, the working day began with a special ritual dance. Ancient people merged in a dance that emitted a successful hunt before its real beginning. Spring agricultural work also began with a special ritual dance and accompanying song. Magical shamanic and meditational plasticity is also a dance. “The dance is constantly evolving from the simplest forms to more complex ones, its ideological and emotional content is enriched.”

Today, the choreography is very different from the ancient one. Many centuries have passed since the origin of the dance, the world and humanity have changed, but this art form exists and flourishes, although the belief that it can bring rain, give strength to hunt or persuade the deity to forgive sins has disappeared. Today there are different directions and styles of dance for example: Folk dance, Ballet dance, Variety dance, Modern dance and many others. Modern dance began to develop actively in the XX century. Its main idea was the freedom of the dancer: improvisation and expression of one’s own emotions, rather than stereotyped movements. Now there are a lot of dance trends - jazz, modern, contemporary, street dances.

Modern choreography is a choreography that does not have mandatory movements and poses, its main goal is the formation and disclosure of the individuality and special features of each dancer. The formation of various styles continues to this day. At the end of the twentieth century, club styles of modern dance appeared, the list of which is replenished to this day. From modern dancers very good British choreographer Bobby Newberry is an innovator in the world of music. At 31, he is known all over the world. The guy worked on productions of the show “America’s got talent” and “Dancing with the stars”. In addition, the dancer has collaborated with Pink, Eminem, Pussycat Dolls, Missy Elliott and many others. Bobby gives master classes in Europe, Asia and America and teaches at famous dance schools. He showed the whole world an incendiary mix of hip-hop, jazz and wacking.

Folk choreography is also developing now. The development of folk choreography, which takes on a stage form, is inextricably linked with the traditions of folk-dance art in general. Folklore dance is included in the concept of “folk dance”, as one of the components. Moreover, all types of stage adaptations must be evaluated, correlating them with folk origins, plastic prototype, roots. Only by considering folk dance culture as an integral, interconnected system, one can try to find typological features in each type of folk dance.

In folk dances, a difference has appeared between those that dance for themselves (domestic) and those that are performed for show (stage and cult).

Differences between peasant and urban dances have emerged over time in everyday dances. Folk dance is a treasure trove of world art. This “visible song, concealing in itself a part of the people’s soul. “After all, a joint dance without revelry and violence, but with a sense of rhythm and music, with an aesthetic experience of the beauty of movement, is an expression of people’s identity and unity in joy. For example, Grigory Chapkis. They say about him “Talent from God. The famous Ukrainian choreographer began his dancing career at the age of 16. For about 26 years, the artist performed in the State Song and Dance Ensemble of Ukraine (now known as the Pavel Virsky National Honored Academic Dance Ensemble of Ukraine) Grigory is the first choreographer of the Ivan Franko Theater in Kiev. In addition, he was the head of the exemplary concert and dance hall “Youth” and deputy director of the Drama and Comedy Theater on the Left Bank of the Dnieper. Now the 91-year-old People’s Artist of Ukraine sits on the jury of Dancing with the Stars,

works as a professor at the Department of Choreography at the Institute of Arts of Borys Hrinchenko Kyiv University and teaches at Chapkis Dance School.

Classical dance as a system has developed as a result of enormous professional work. Classical dance is a historically established, ordered system of dance movements that has been formed over many centuries and among many peoples. The concept of “ballet” (from the French ballet, from the Italian balletto, from the late Latin ballo - I dance). The concept of “classical ballet” also comes from the French ballett or from the Latin ballo I dance, and the content of which is embodied in stage musical and choreographic images. Classical dance is the beauty and achievement of the choreographic world art, the basis for mastering technically complex movements. He brings up the beauty of the human body, all its parts, which are important and interconnected in the dance. The art of choreography is multifaceted and unique.

Of the Ukrainian ballerinas, the famous Kateryna Kukhar is a prima ballerina of the T. H. Shevchenko National Academic Opera and Ballet Theater of Ukraine. Kateryna Kukhar knows how to make the viewer feel awe from her beautiful pas. The artist is considered one of the best ballerinas in Europe and performs on stage with such great figures of world ballet as Claudio Coviello (the La Scala Theatre), Joseph Gatti (the Boston Ballet), Coeur Jeremy-Lup (the Paris Opera Garnier). Kateryna, along with her husband, Oleksandr Stoianov, also a dancer, is called the most beautiful couple in European ballet. Kukhar was awarded the honorary titles of People’s and Honored Artist of Ukraine and the Order of Princess Olga III degree. The ballerina actively participates in various TV programs and is a member of the jury in many international dance competitions.

Choreography conveys to us the content and a certain meaning laid down by the dancer or choreographer through the mysterious and enigmatic language of the human body. The dance has changed over the centuries, acquired features and played an important role in people’s lives. Each period of history has left its unique and inimitable mark on the art of dance. Dance has always united people, served as a way for people to communicate with each other, as well as a means of self-expression and energy renewal.

*Y. Manskova*

## **ENGLISH AS AN INTEGRAL PART OF A QUALIFIED GRAPHIC DESIGNER TRAINING**

*Ю. Манскова*

### **АНГЛІЙСЬКА МОВА ЯК НЕВІД’ЄМНА СКЛАДОВА ПІДГОТОВКИ КВАЛІФІКОВАНОГО ДИЗАЙНЕРА-ГРАФІКА**

At present time, when information technologies have become an integral part of almost every sphere of human life, IT professionals are in great demand in a globalized society.

Graphic design is a very popular area of work among young people all over the world. Specialists in this field should constantly improve their skills in order to be successful and to get a promotion. Students have to learn various disciplines to be able to solve any problem and help customers to achieve their goals. One of such subjects is English. Some newcomers, however, are unaware of the value of the language proficiency to a graphic designer. So, it is worth defining the situations in which the English language could be highly recommended or required as one of the core skills in the professional field.

The first issue that novices or even professionals have to encounter is the requirement to watch a lot of videos and tutorials in order to develop their skills and be trendy. Of