

А.Хамит¹, Р.И. Сиптанова¹

¹Казахская академия транспорта и коммуникаций им.М.Тынышпаева, г.Алматы, Казахстан.

FEATURES OF ENGLISH IN THE MODERN WORLD

Annotation. The students know that English plays a great role in education and their future career. The professionals know that if they learn English at least to intermediate level, they can get a significant pay raise and rapid career development.

Аңдатпа. Студенттер біледі, олардың болашақ өмірлерінде ағылшын тілі үлкен рөл атқарады. Егер олар ағылшын тілін орташа деңгейде білсе, олардың мансаптық баспалдағы жалақының тез өсуіне елеулі орын алады.

Аннотация. Студенты знают, что английский играет большую роль в образовании и их будущей карьере. Специалисты знают, что если они будут знать английский язык, по крайней мере, на среднем уровне, то смогут получить значительное повышение заработной платы и быстрое продвижение по карьерной лестнице.

Keywords: enterprises, and, accordingly, the negotiation, conclusion of contracts, signing contracts.

Ключевые слова: предприятия, и, соответственно, переговоры, заключение контрактов, подписывая контракты.

Түйінді сөздер: кәсіпорындар, және, тиісінше, келіссөздер, келісімшарттар жасасу жөніндегі міндеттемелер және қол қою.

Today English language occupies an important place in people's lives. More recently, he was just a foreign language, but now- it's the international language. It is the official language in over forty countries and the most used language in international business, science, medicine, trade and cultural relations. Over 300 million people speak it is a mother tongue. No exaggeration to say that English is sometimes determines the fate of people and even saves lives. What's it worth? It's simple: the world of English language is given more importance. Every adult wants to learn the language at least at a conversational level, as children. What gives us the English language?

First career. At the present time to find a prestigious job in a large organization must be free proficiency. This is due to the fact that large organizations are among the suppliers and buyers of foreign enterprises, and, accordingly, the negotiation, conclusion of contracts, signing contracts, etc. by it is the international language- English. With English, you can always communicate with business partners to participate in international conferences, read international newspapers and magazines about the business.

Secondly, a trip abroad. Everyone knows that modern man is the personality of a versatile and curious, seeking in his life to visit as many different countries and cities to get acquainted with the culture and customs of other nations . The undoubted fact is that English is an important part in modern life, and everyone can find for himself no one reason for its study and improving skills.

To now the English language today is absolutely necessary for every educated person, for every good specialist. English is everywhere in our life. It is in signs, clothing, soft drinks, and household products around the world. The name of pop groups, computers software, and magazines are often written in English. English words are also used as elements of magic to be included on T-shirts, sweaters, caps etc. Some think English is chic, stylish, even when the language on these designed items makes no sense.

That is why in order to understand ourselves and the world around us we have to study foreign languages and English in particular. For more than half a century, immigrants from the

Indian subcontinent and the West Indies have added variety and diversity to the rich patchwork of accents and dialects spoken in the UK. British colonizers originally exported the language to all four corners of the globe and migration in the 1950s brought altered forms of English back to these shores. Since that time, especially in urban areas, speakers of Asian and Caribbean descent have blended their mother tongue speech patterns with existing local dialects producing wonderful new varieties of English, such as London Jamaican or Bradford Asian English. Standard British English has also been enriched by an explosion of new terms, such as balti (a dish invented in the West Midlands and defined by a word that would refer to a bucket rather than food to most South Asians outside the UK) and bhangra (traditional Punjabi music mixed with reggae and hip-hop).

American English. The first permanent English-speaking colony was established in North America in the early 1600s. The Americans soon developed a form of English that differed in a number of ways from the language spoken back in The British Isles. In some cases older forms were retained - the way most Americans pronounce the <r> sound after a vowel in words like start, north, nurse and letter is probably very similar to pronunciation in 17th century England. Similarly, the distinction between past tense got and past participle gotten still exists in American English but has been lost in most dialects of the UK.

But the Americans also invited many new words to describe landscapes, wildlife, vegetation, food and lifestyles. Different pronunciations of existing words emerged as new settlers arrived from various parts of the UK and established settlements scattered along the East Coast and further inland. After the USA achieved independence from Great Britain in 1776 any sense who `owned` and set the `correct rules` for the English Language became increasingly blurred. Different forces operating in the UK and in the USA influenced the emerging concept of a Standard English. The differences are perhaps first officially promoted in the spelling conventions proposed by Noah Webster in The American Spelling Book (1786) and subsequently adopted in his later work, An American Dictionary of the English Language (1828). Both of these publications were enormously successful and established spellings such as center and color and were therefore major steps towards scholarly acceptance that British English and American English were becoming distinct entities.

Conclusion. What we have seen in this course is that the English language is and always has been a diverse entity. It has changed dramatically over the centuries since it first arrived on the shores of Britain from the north of Europe, and these changes mean that the language that was spoken at that time is almost incomprehensible to us now. As the language has spread beyond Britain it has continued to change, and to change in different ways in different contexts. It has diversified to such an extent that some scholars suggest that it is no longer accurate to talk of a single 'English'; that instead there are many different English languages around the world today.

At the same time, however, English exists in the world today as a means of international communication – as a way for people from *different* social groups to communicate with each other – and to fulfill this function it would seem that variation in the language needs to be curtailed to a certain extent. That is to say, if the language becomes *too* diverse it will not remain mutually comprehensible across different social groups. So we have two impulses at work that are seemingly incompatible, or perhaps even in conflict, and the question we are faced with is how to render them as consistent, as both being part of the existence of a single entity we call 'English'. This is one of the central issues in English language studies today – and it's a very modern issue because it has come about as a direct result of the unprecedented position that English now occupies in the world: as a language with global scope which is implicated in the history and present-day existence of societies all around the world.

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