In conclusion, it can be noted that the infinitive has a number of features, both structurally-semantic and syntactically, and in this area there are grammatical issues that require further study, in particular, this is associated with a detailed study of its use as a part of constructions.

References:

THE ROLE OF BRITISH REALIA IN THE REFLECTION OF THE NATIONAL CULTURE

Ivanna Nahorniak
student of the Faculty of Linguistics
*National Technical University of Ukraine*
*Igor Sikorsky Kyiv Polytechnic Institute*, Ukraine

*Scientific advisor: Nataliia Kovalskaya*
senior lecturer of the Department of Theory, Practice and Translation of the English Language
*National Technical University of Ukraine*
*Igor Sikorsky Kyiv Polytechnic Institute*, Ukraine

Today, English is the national language for a number of countries: the United Kingdom, Canada, the United States, Australia, New Zealand, and others. Thus, it is logical to talk about the selection of nationally colored vocabulary, which is related to diverse realia of the countries, where English is widespread.

First of all, it should be noted that the development of the British national consciousness was greatly influenced by complex socio-political conditions. Historically, not only the island's natives but also people who emigrated from other regions, including those who were part of the colonies of the British Empire, became British language- and culture-bearers. The reign of Queen Victoria significantly influenced the prosperity of this state in the nineteenth century. Thanks to the development of several industries, successful world trade, as well as a strong banking system, Britain's position in the international arena strengthened. Due to the fact that the top of the political arena of Great Britain was represented by the bourgeoisie, for which the highest values were family, an important factor for the middle class became their family name [1].

For the first time, the features of the British character began to be comprehended in the Victorian era. This was due to several factors: the strengthening of realism in the literature, as well as the tendency to the manifestation of truly dominant aspects of the British character in the historical circumstances. At that time, one of the important national values became a sense of pride. For the British, pride was a feeling of satisfaction that they had material wealth and possessions, good status in society, a pleasant appearance. The sense of pride, of course, was also strongly associated with the family:
it concerned such factors as marriage, children, good relationships in the family, and so on [1].

Thus, a variety of realia began to emerge in Britain, and they, in turn, were reflected in the lexical structure of the language. These realia clearly reproduced the peculiarities of the mentality of the British nation and the peculiarities of the lives of representatives of its culture.

Diverse scientists also spoke about other factors that influenced the emergence of realia. For instance, J. Scott emphasized that the uniqueness of Great Britain lies in the peculiarity of its location – it is an island nation. Certain features of the island of Britain can be identified by taking into account the high employment of the population in such a necessary area for the island country as navigation. The specifics of the geographical location of the country can also be traced in the political language of the country. Geographical isolation was, of course, a barrier and protected Great Britain from other nations, but at the same time, it isolated the country from relations with the rest of Europe [2].

Conclusions. Factors that significantly influenced the development of British English were the socio-political conditions, as well as the specific geographical location of the country. For a long time, the lexical structure of the language was formed and an important part of it became realities – words and phrases that turned out to be the clearest expression of the national identity. British linguistic realia are those units that do not coincide with lexical units in other languages of the world. It is thanks to this that British English has acquired originality and uniqueness.

References:

DOI 10.36074/12.06.2020.v2.05

TRANSLATION OF UKRAINIAN TOURIST WEBSITES INTO ENGLISH: A MULTIMODAL PERSPECTIVE

Маняца Марія Сергіївна
аспірант
Львівський національний університет ім. І.Франка, Україна

Науковий керівник: Літвіняк Олександра Володимирівна
канд. філол. наук, доцент, доцент кафедри перекладознавства та контрастивної лінгвістики ім. Григорія Кочура
Львівський національний університет ім. І.Франка, Україна

The XXI century is considered a digital era and Internet has become the primary source of information for millions of people. This tendency is growing even more important this year, when the whole world is struggling with the pandemic. In the situation when millions of people stay at home, Internet turned a central means of education, work, plenty of leisure activities that form an important part of our life. Such conditions also greatly influence the sphere of tourism. Travelling is shifted nowadays into an online