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THE NAME OF THE TOWN *ПОЛОЦК* AS RENDERED
BY THE MEANS OF THE ENGLISH LANGUAGE
(ON THE MATERIAL OF THE TOURIST INFORMATION SOURCES ABOUT BELARUS)

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In the article the author analyzes the variants and the ways of rendering the name of the town Полоцк by the means of the English language on the material of the tourist information sources about Belarus.

Polack is the cradle of Belarus. Hundreds of tourists come to the town every year. We can see that the name of the town *Полоцк* has different variants of spelling in the English language on information stands, in tourist booklets, books and so on. Nowadays there is a problem of rendering Belarusian proper names by the means of the Latin alphabet. Some aspects of this problem are described in the following articles: «Rendering proper names by the Latin letters in Belarus and in Poland: theory and practice» by P. Davidouski [1], «The problem of spelling proper names by the Latin letters in foreign texts» (the problem of translation proper names) by P. Davidouski again [2], in the book by I. Charota «Theory and practice of literary translation» [3, p. 42–43] (the problem of translating Biblical names into Belarusian).

V. Vinogradov says that the proper name is a unit of culture-specific vocabulary (the Russian equivalent being *реалии*), because it names a unique real or unreal object, a person or a place. Proper names usually contain some information about the local and national origin of objects, which they denote [4, p. 79]. Rendering proper names from the Belarusian and Russian languages into English is realized with the help of the Latin alphabet. There are three main ways of translating proper names from the Belarusian and Russian languages: transliteration, transcription and the combination of transliteration and transcription.

«Technical instruction for rendering geographical names from the Belarusian and Russian languages into other languages of September 1, 2011» says that the geographical names of the Republic of Belarus are historical and cultural heritage of the country. Therefore transliteration is done only from the national (Belarusian) form of spelling in documents, cartographic products for international use, in all the cases, where the geographical names should be written by the means of the Latin alphabet [5]. This instruction corresponds to «Report on the current status of United Nations Romanization systems for geographical names of 2013» [6]. So according to the Technical instruction for rendering geographical names from the Belarusian and Russian languages into other languages of September 1, 2011, the Report on the current status of United Nations Romanization systems for geographical names of 2013 and the Decree of the State Property Committee of the Republic of Belarus of June 11, 2007 No.38 about the additions to the instruction for transliteration geographical names of the Republic of Belarus by the means of the Latin alphabet [7] the name of the town *Полоцк* should be rendered as *Polack*.

We analyzed a lot of tourist information brochures, books, websites about Belarus and Polack and the town's tourist information stands, where there is the name of the town. As one can see the variant *Polack* is used only in the printed matter for tourists made by the Republican Unitary Enterprise «Belkartografia».

The most common variant found in tourist books and booklets is *Polotsk* (the transliteration is done from the Russian language). This variant is used by the company «Polotsk publishing house» (e.g., «Панорамы *Полоцка*» – «Panoramas of *Polotsk*»), the Republican Unitary Enterprise «Vydavetstva «Belarus»» (e.g., «Спасо-Ефросиньевский монастырь, *Полоцк*» – «the Convent of St. Euphrosyne, *Polotsk*»), the publishing house «Pachatkovaja Shkola» and some others. The variant *Polatsk* is the transliteration from the Belarusian language, but it does not correspond to Technical instruction of September 1, 2011. The publishing house «Riftour» uses two variants of spelling *Polotsk* and *Polatsk* in the book «Welcome to Belarus»: «<…>, *Polatsk*, was the first capital of the ancestors <…>»; «The 11th century was the time of flourishing for the *Polotsk Power*» [8, p 20].

On the direction pointers, information stands of the town the name *Полоцк* is rendered by the transliteration from the Russian language, for example: «Художественная галерея и памятник кривичам – основателям *Полоцка*» – «Art gallery and monument to crivichi–founders of *Polotsk*».

B. Zhukov and J. Dingley are the translators of the book «My Polacak, the Cradle of the World» written by U. Arloŭ [9]. They transcribe the name of the town as *Polacak* to show the pronunciation peculiarities of Polack citizens.

We can find the following two variants on the popular website *Wikipedia*: *Polotsk*, *Polack*. However the second variant is accompanied with the note «official transliteration». The variant *Polotsk* is the most popular variant on the Internet, but the version *Polack* can be found too. There are some other variants that one can come across: *Polatsk*, *Polock*, *Polotzk*.

By and large in the most cases the name of the town *Полоцк* is transliterated from the Russian language and its form is *Polotsk*. The second most common variant is *Polatsk*, which doesn't correspond to the Technical instruction for rendering geographical names from the Belarusian and Russian languages into other languages of September 1, 2011. We can find such unusual variants as *Polock*, *Polotzk*. B. Zhukov and J. Dingley, the translators of the book «My Polacak, the Cradle of the World», transcribe the name of the town as *Polacak* to show the pronunciation peculiarities of Polack citizens. The variant *Polotsk* is used in the printed matter of the publishing house «Polotsk publishing house», the Republic Unitary Enterprise «Vydavetstva «Belarus»», «Pachatkovaja Shkola». One can find the following two versions of spelling *Polotsk* and *Polatsk* in the book «Welcome to Belarus» published by the publishing house «Riftour». The variant *Polack* is used in the printed matter for tourists made by the Republic Unitary Enterprise «Belkartografia», which corresponds to the Technical instruction for rendering geographical names from the Belarusian and Russian languages into other languages of September 1, 2011. Such variants as *Polotsk*, *Polatsk*, *Polack*, *Polock*, *Polotzk* can be found on the Internet. So there is no unanimity in rendering the name of the town *Полоцк* by the means of the English language and it is necessary to unify the way it is rendered by the means of the Latin alphabet not to mislead our tourists.

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LINGUISTIC OVERVIEW OF THE ENGLISH WORD 'MOTHER'

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The article provides a linguistic overview of the word 'mother'. It indicates the polysemy of the term in the English speaking world and examines the prototypical meaning of 'mother' and the network of its non-prototypical usages.

The word *mother* has an Indo-European root etymology. It is ultimately based on the baby-talk form in Indo-European roots, with the kinship (affinity) term suffix –ter. *Mother* is found in many of the world's languages, often in reduplicated form, e.g. *mamma*, *mammal*, *mammilla*, from Latin *mamma* = breast [1, p.109]. It is probably from this root that the Greek *Maia* is derived, "good mother" – a respectful form of address to old women [2]. *The American Heritage Dictionary of the English Language* provides several meanings of *mother* [3]. The prototypical meaning encompassed in an assortment of references is: