

The following names are difficult to classify: they are not directly related to the profile of the institution: *Lodochka, Bochka, Aftograph, Bonsai, Veranda, Svita, Safit, Pyatnitsa, Locomotive, Zvezda, Parallel, Domino's*; speech cues: *A gdeya?*; generic nominations (direct name): *Bruschatka, Ice Palace, Tennis court, Skate park, Billiards, Cinema-Room, Animal Park* [1; 2].

The classification of naming places of youth leisure activities demonstrates a variety of approaches.

Associativity.

Many names are based on cultural, geographical and culinary associations, for example *Pizza Italiana* or *Vulcan*. These names create an emotional connection with customers and contribute to a brand formation.

Uniqueness.

Eclecticism and non-standard approaches in naming (for example, *Hotfix Coffee* or *FitFox*) emphasize a desire to stand out from the competition. Unique names are often easier to remember

Matching the target audience.

The classification demonstrates attention to the interests and preferences of young people. Names like *Drova Gastropub* and *Lounge Bar YGLY* may refer to the informal culture or lifestyle of young people, making the places more attractive for the visitors. Transliteration as *WATA, Publika* may appeal to young people familiar with the English language and international trends.

Simplicity and memorability.

Names based on synecdoche or culinary terms (*Charlott, Burger M*) are easy to perceive and remember. The simplicity of these names contributes to their spread through word-of-mouth marketing — an important aspect in the youth environment.

Cultural and social contexts.

The use of anthroponyms and toponyms (*Chekhov, Amsterdam*) reflects the cultural preferences of young people and their aspirations to explore new places and ideas.

The classification of naming places of youth leisure activities highlights important naming principles that help attract a target audience. In the year marking the 80th anniversary of the liberation of Belarus in the Great Patriotic War, an initiative group from Gymnasium № 5 proposed to create a workout area on its territory. Considering our own classification of lexical — semantic features of ergonyms, we suggest the following names for this area:

- *CrossFit Harmony* (capitalization and graphic eclecticism combining different styles);
- *The Dynamics of Success* (synecdoche and graphic eclecticism — where ‘success’ stands for results of hard work);
- *Boundless Possibilities* (positional compatibility is a new meaning through a combination of words).

Conclusion. As a result of the research, we developed an interactive map dedicated to popular leisure places for youth in Baranavichy, based on the Google Maps platform. This map is part of an online resource called *Baranovichy: Inspiration for Youth*, which is an interactive platform designed to systematize information about available leisure options for young people. The main purpose of the site is to create a community where young people can share their impressions and discover exciting new places to relax and socialize. The interactive nature of the map allows users not only to find various places but also to engage with them.

Our working hypothesis is confirmed: lexical-semantic features of the names for youth leisure venues shape urban identity perceptions among young people, influencing their choices and preferences. We plan to use the obtained theoretical results and practical outcomes of this research to promote the development of the workout site on the territory of the State Educational Institution “Gymnasium № 5 Baranavichy” within the information space. to translate our interactive map into the Chinese language because the city of Baranavichy dynamically developing, more and more joint ventures are being built and many Chinese tourists are visiting our city.

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I. V. Piniuta, A. S. Malinovskaya
Institution of Education “Baranavichy State University”,
Baranavichy, the Republic of Belarus

CONGRATULATIONS IN BELARUS AND THE UK

Introduction. Congratulations play an important role in interpersonal communication, reflecting cultural values and social norms. Analyzing the ways congratulations are expressed allows us to understand how different cultures celebrate achievements and important events in life. This cross-cultural study focuses on the act of congratulation, which encompasses various forms of recognition and appreciation for the successes or positive experiences of others.

Main part. Given the limited number of studies comparing this speech act in Belarus and the UK, this work is of particular importance for identifying the subtleties of congratulations in these two cultures. The purpose of the study is to explore how Belarusians and the British express congratulations, compare the results obtained and analyze cultural similarities and differences in their approaches to celebrating the achievements of other people.

According to Cambridge dictionary, congratulations are a plural noun used to express praise or joy for someone's achievement or good fortune. It embodies the act of acknowledging and celebrating another person's success or happiness [1].

Research objectives:

1. Investigate the preferred methods of congratulating individuals in various contexts.
2. Examine the frequency and impact of humor in congratulatory messages and its influence on the recipient's perception.
3. Explore the preferred styles of congratulations among different demographic groups.
4. Identify significance of congratulations for Belarusians and British people.
5. Find differences and similarities between two cultures.

There is a hypothesis that British people place significant cultural value on congratulations, viewing them as an important acknowledgment of personal achievements and milestones, and they prefer face-to-face interactions with a more formal style of communication, typically avoiding humor. In contrast, they may have mixed feelings about using social media for this purpose, as it can feel less personal. This contrasts with Belarusians, who may embrace a more casual approach to congratulatory messages, including humor and digital communication

The subject of research is the ways of congratulating in Belarus and the UK. The purpose of the study is to identify the common features of two cultures and to identify their specific features. For the research the survey method was used.

We prepared a list of questions for the survey, which was done by means of Google Forms. The respondents included 8 people from Belarus and 8 people from the UK. The questions and obtained answers are presented in Table 1.

Table 1 — Congratulations in Belarus and the UK

Answers	Answers					
	Belarusians			The British		
	Number of respondents	Number of answers	Percentage	Number of respondents	Number of answers	Percentage
1. How do you usually congratulate? (multiple response options)						
Personally/face to face	8	4	50 %	8	6	75 %
By e-mail		1	12,5 %		0	0 %
Postcard		0	0 %		0	0 %
In a message		6	75 %		2	25 %
By phone		4	50 %		2	25 %
Online		1	12,5 %		0	0 %
2. How often do you use the jokes in congratulations?						
Always	8	1	12,5 %	8	1	12,5 %
Often		4	50 %		3	37,5 %
Sometimes		3	37,5 %		3	37,5 %
Rarely		0	0 %		0	0 %
Never		0	0 %		1	12,5 %
3. Which style of congratulations is closer to you? (multiple response options)						
Formal	8	1	12,5 %	8	2	25 %
Informal		4	50 %		3	37,5 %
Humorous		5	62,5 %		3	37,5 %
Emotional		3	37,5 %		3	37,5 %
4. What is the significance of congratulations?						
It's very important, it's a show of care	8	7	87,5 %	8	4	50 %
Important, but not critical		0	0 %		4	50 %
Neutral, I don't attach much importance		1	12,5 %		0	0 %
It doesn't matter, I prefer not to congratulate		0	0 %		0	0 %
5. How do you feel about using social media to send congratulations?						
Very positive, it's convenient	8	6	75 %	8	1	12,5 %
Positive, but I prefer face-to-face meetings		2	25 %		6	75 %
Neutral, doesn't matter		0	0 %		1	12,5 %
Negative, I think it's inappropriate		0	0 %		0	0 %

Conclusion. Educational institutions can use the research materials for term papers and graduation works, as well as for in-depth study for people who are interested in intercultural communication. The hypothesis that the British prefer personal congratulations has been confirmed, while Belarusians prefer to send congratulations in messages. In other cases, the hypothesis was refuted.

References

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I. V. Piniuta, A. A. Minina

Institution of Education "Baranavichy State University", Baranavichy, the Republic of Belarus

APOLOGIES IN BELARUS AND THE TARGET CULTURE

Introduction. Apologies are an important part of interpersonal communication, reflecting cultural norms and values. Studying the ways of apologizing helps us to understand how social norms and values influence communication, reveal the mechanisms of relationship restoration, moreover, it can help avoid conflicts and improve cooperation. This cross-cultural research focuses on remedial apologies, which are reactions to offenses, such as violation of social norms or failure to fulfill personal expectations. This research is necessary because there are few studies which compare this speech act in Belarus and the UK. The purpose of this work is to investigate how Belarusian and British people express apologies, compare the results and analyze cultural similarities and differences.

Main part. According to Merriam Webster dictionary, apology is defined as “an admission of error or discourtesy accompanied by an expression of regret” [1]. The strategies people use for apologizing change substantially across cultures because countries have different social rules for being polite and interacting with others [2, p. 3677].

The subject of research is the ways of apologizing in Belarus and the UK. The objectives are to find out common features in the two cultures and to determine cultural peculiarities. The methods include literature review, the survey, and the analysis of the obtained data.

This study was undertaken in two countries. It was hypothesized that the British people apologize and use metaphor statements more often than the Belarusians.

In the first stage of the study, we prepared a list of questions for the survey. The respondents included 20 people from the UK and 20 people from Belarus, 60 % were females, and 40 % were males. The survey was done by means of Google Forms. The questions and obtained answers are presented in Table 1.

Table 1 — Apologizing in Belarus and Britain

Question (Answer option)	Answers					
	Belarusians			British		
	Number of respondents	Number of answers	Percentage	Number of respondents	Number of answers	Percentage
1. How important is to apologize in informal situations?						
Very important	20	6	30 %	20	11	55 %
Important, but not critical		14	70 %		9	45 %
Not very important		0	0 %		0	0 %
Not important at all		0	0 %		0	0 %
2. How do you prefer to apologize: face-to-face or on the internet?						
Face-to-face	20	12	60 %	20	8	40 %
On the internet		0	0 %		2	10 %
Both ways		8	40 %		10	50 %
3. What way of apologizing do you use most often?						
The words “Sorry” or “Excuse me”	20	14	70 %	20	10	50 %
Humorous expressions		1	5 %		3	15 %
A personal explanation of the situation		4	20 %		7	35 %
Giving a small gift		1	5 %		0	0 %
4. What do you usually do after apologizing?						
Wait for the other person’s reaction	20	8	40 %	20	12	60 %
Try to fix the situation		9	45 %		5	25 %
Immediately switch to another topic		1	5 %		1	5 %
I didn’t think about it		2	10 %		2	10 %