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**MODERN SOCIO-ECONOMIC LANGUAGE  
AND COMMUNICATION  
(Brexit Topic)**

**Ruga Ecaterina, [e.ruga@yahoo.com](mailto:e.ruga@yahoo.com)**

*PhD (habil.), Associate Professor*

*The International Institute of Management “IMI-NOVA”,*

*Chişinău, Republic of Moldova*

**Hioară Natalia, [natasa712000@yahoo.com](mailto:natasa712000@yahoo.com)**

*University Lecturer*

*Academy of Economic Studies, Chişinău, Republic of Moldova*

*Neologisms are new words, which appear as a result of major social events as well as the outcome of scientific-technical discoveries (for example “lichombez” – the elimination of computer illiteracy) etc. The word ‘Brexit’ can be considered a neologism as it was officially recognized on the 23rd of June, 2016 after the UK referendum. It is already included in some prestigious English dictionaries. Most neologisms do not survive, but some of them are immediately recorded and remain in use for long; they are weaved into the lively language linen (here the English language), becoming an integrated part of many languages due to the consequences of new realities as, for example, Britain’s exit from the EU, which has opened endless debates. The new word ‘Brexit’ has led to the rise of a great number of derivatives, such as : ‘Brexiters’, ‘Brexiter’, ‘Remainer’, ‘Brexit-deal’, ‘Brexitland’ etc. Many words acquired new connotations: ‘soft -deal’- the word with beneficial/ positive meaning related to the process of triggering article 50, ‘hard-deal’- the word with converse / negative meaning; simultaneously there were registered expressions with ‘ironic’ and ‘pessimistic’ meaning. The language of the articles published by English magazines on economics convey the ‘post-Brexit’ social mood. Because of fear and uncertainty, the lack of an undoubting economic and social plan of development there dominate a lot of expressions with contrastive meaning; they are followed by expressions with ironic meaning, while those with positive / beneficial meaning take only the third position: the expressions with pessimistic meaning occupy the forth position reflecting the social insecurity. So, the impact of economic and politic realities can create social complexities leading to multiple debates and polemics which can change the quality and the structure of the language. It can have a substantial influence on the translation process of the newly loomed (burdensome subtleties) neologisms.*

**Key words:** *brexiters, brexitland, bargaining chip, no deal scenario, to trigger Article 50, overcast skies, death threats and boycotts, nagging concerns.*

*Actual Problems of Linguistics*

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Modern socio-economic language and communication (Brexit Topic) (in English)

## СУЧАСНА СОЦІАЛЬНО-ЕКОНОМІЧНА МОВА І КОМУНІКАЦІЯ (тема Брексіт)

*Руга К. І., [e.ruga@yahoo.com](mailto:e.ruga@yahoo.com)*

*д-р філол. наук. доц.*

*Інститут Міжнародних відносин, м. Кишинів, Молдова,*

*Хіоаре Н. М., [natasa712000@yahoo.com](mailto:natasa712000@yahoo.com)*

*викл.*

*Академія економічних наук, м. Кишинів, Молдова*

*Неологізми – це нові слова, що виникли в результаті важливих подій суспільного життя і науково-технічного прогресу (наприклад, лікомбез – ліквідація комп'ютерної безграмотності) і ін. До неологізмів слід зарахувати й термін «Brexit» (вихід Великобританії з ЄС), який був офіційно визнаний після референдуму, що відбувся 23 червня 2016 року, і вже був включений до складу престижних англійських словників. Більшість неологізмів не зберігаються, але окремі закріплюються в мові швидко й надовго, входять не тільки в живу повсякденну тканину мови (тут англійська мова), але стають невід'ємною частиною більшості мов у результаті появи нових реалій, як наприклад, вихід Британії з Європейського Союзу. Навколо слова «Brexit» утворилась низка інших неологізмів, як наприклад, «Brexitees», «Brexiters», «Remainer», «Brexit-deal», «Brexitland» і ін. Старі слова набули нових конотацій: слова з позитивним змістом (soft expressions), слова з негативним змістом (hard expressions), іронічні (ironic) і песимістичні (pessimistic). Мова статей провідних англійських журналів з економіки передає суспільний настрій на сьогодні. Через нестабільність у суспільстві та відсутність певного плану економічного й соціального розвитку в мові з'явилась безліч негативних висловлювань, що домінують серед інших. За ними слідують слова з семантикою іронії, а ще рідше зустрічаються слова з позитивним / схвальним змістом. Песимістичний настрій, пов'язаний з виходом Британії з ЄС впливає на мовне середовище і, відповідно, чимало песимістичних висловлювань ідентифікується в мові. Таким чином, економічні реалії створюють проблеми в соціумі, що призводить до дебатів і суперечок, які, в свою чергу, змінюють якість і склад мови (тут англійської). Нові ж реалії впливають на якість перекладу неологізмів.*

**Ключові слова:** *прихильники виходу з ЄС, країна, що побажала виходу з ЄС, головний козир, відсутність сценарію щодо виходу країни, введення в дію Статті 50, смертельний страх і бойкоти, занепокоєння.*

*Актуальні проблеми мовознавства*

© Руга К. І., [e.ruga@yahoo.com](mailto:e.ruga@yahoo.com); Хіоаре Н. М., [natasa712000@yahoo.com](mailto:natasa712000@yahoo.com)

Сучасна соціально-економічна мова і комунікація (тема Брексіт) (Англійською)

## СОВРЕМЕННЫЙ СОЦИАЛЬНО-ЭКОНОМИЧЕСКИЙ ЯЗЫК И КОММУНИКАЦИЯ (тема Брексит)

*Руга Е. И., [e.ruga@yahoo.com](mailto:e.ruga@yahoo.com)*

*д-р филол. наук. доц.*

*Институт Международных отношений, г. Кишинев, Молдова,*

*Хиоарэ Н. Н., [natasa712000@yahoo.com](mailto:natasa712000@yahoo.com)*

*преподаватель*

*Академия экономических наук, г. Кишинев, Молдова*

*Неологизмы – это новые слова, возникшие в результате важных событий общественной жизни и научно-технических открытий (например, ликомбез – ликвидация компьютерной безграмотности) и др. К неологизмам следует отнести термин «Brexit» (выход Великобритании из ЕС), который был официально признан после референдума, состоявшегося 23 июня 2016 года, и уже был включен в состав престижных английских словарей. Большинство неологизмов не сохраняются, но некоторые закрепляются в языке быстро и надолго, входят не только в живую обиходную ткань языка (здесь английский язык), но становятся неотъемлемой частью большинства языков в результате появления новых реалий, как например, выход Британии из Европейского Союза. Вокруг слова «Brexit» образовался ряд других неологизмов, как например, «Brexitees», «Brexiters», «Remainer», «Brexit-deal», «Brexitland» и др. Старые слова приобрели новые коннотации: слова с позитивным / положительным смыслом (soft expressions), слова с негативным / отрицательным смыслом (hard expressions), иронические (ironic) и пессимистические (pessimistic). Язык статей ведущих английских журналов по экономике передает общественное настроение на сегодняшний день. Из-за нестабильности в обществе и отсутствия определенного плана экономического и социального развития в языке появилось множество отрицательных высказываний, которые являются доминирующими. За ними следуют слова с семантикой иронии, а еще реже встречаются слова с положительным / одобрительным смыслом. Пессимистическое настроение, связанное с выходом Британии из ЕС, влияет на языковую среду и, соответственно, немало пессимистических выражений идентифицируется в языке. Таким образом, экономические реалии создают проблемы в социуме, что приводит к дебатам и спорам, которые, в свою очередь, меняют качество и состав языка (здесь английского). Новые же реалии влияют на качество перевода неологизмов.*

***Ключевые слова:** приверженцы выхода из ЕС, здесь Britain, exit, страна, пожелавшая выхода из ЕС, главный козырь, отсутствие сценария по выходу страны, введение в действие Статьи 50, смертельный страх и бойкоты, беспокойство.*

### **Thesis proposal**

The era of vocabulary called “neologisms” is the topic of this research. The aim of this investigation is to identify the prevailing neologisms in modern post Brexit socio-

economic environment. The identification of the most productive neologisms, the identification of the specific features have been provided and used by journalists, editors that one can come across in internet. The researchers of this paper have successfully identified hard expressions with negative meaning, soft expressions with positive meaning, as well as expressions with ironic and pessimistic meanings.

### **Methodology of work**

The primary research involves collecting original data, their analysis, and drawing adequate conclusion from the analysis. A data collection procedure involves quantitative approach provided by the statistical data. The literature was collected from economic articles on Brexit (Britain +exit) = Brexit from EU, published by the most well-known magazines like: Foreign Policy Magazine, Brexit Bulletin, Newsweek, Global Britain, World, Daily Telegraph, Neul Zürcher Zeitung; from the documents: AFP, Maastricht Treaty, Free trade Agreement with European Union, etc.

### **The subject of investigation**

The system of vocabulary covers the **center** of vocabulary with the greatest stability, frequency and with the greatest independence from changeable extralinguistic reality. While the periphery contains words that are limited in frequency, restricted as to territory and period, i.e. regionalisms, tech terms, archaisms, slang and neologisms (the latter are words created by blending, compounding, clippings, abbreviations and words recently loaned and not yet assimilated).

The words which are coined on the spur of the moment and cover some **immediate need** are of **nonce formation**, that is to show off the inventiveness of the author, often a journalist, that may never become lexicalized, meaning the words may be never institutionalize or accepted as regular lexical item (although the word “*Brexit*” has already been institutionalized by Collins dictionary) [Collins].

### **What is neologism?**

According to Peprink “a neologism is a new word or sense of the word”. When it is used frequently and in time it becomes marked and enters everyday use (Brexit appeared on June 23, 2016). Most neologisms have an anonymous origin, intending to be memorable, they catch readers’ attention, they appear as a new invention, discovery, they replace foreign terms, they also attempt at increasing the prestige of occupation, increase acceleration, they are clever, involve word play and allusion, as well as puzzle of novelty. Neologisms usually denote something which the speaker feels to be real... which nameable (Bauer) is. Words can be coined and can remain only for immediate use (nonce – formation), may be accepted by a speech community (transforming a nonce-formation to a neologism). If it is not lexicalized it slowly disappears from the vocabulary [Maarten 2005].

Here are some hard/ negative expressions derived from sentences.

### **Negative expressions:**

1. *UK construction is already “in the grip of a skills crisis”* in the article “Brexit



200000 construction jobs at risk of UK loses EU single market access” by Josie Cox [Josie 2017].

2. *Britain loses access to the EU single market, jeopardising half “a billion pound worth of infrastructure projects* [Josie 2017] and

3. *dealing a sharp blow to major UK cities’ competitiveness, according to a study* [Josie 2017];

4. *...the loss of single market has the potential to slowly bring the UK’s £ 500 bn infrastructure pipeline to a standstill* [Josie 2017];

5. *...the country is not able to create the infrastructure needed “to compete on a global stage”* [Josie 2017];

6. *.... Government must put interim transitional arrangements in place to avoid a potential “cliff edge”* [Josie 2017];

7. *... during these turbulent times* [Josie 2017].

8. “UK Supreme Court to issue Brexit ruling on Tuesday” by James Phoebe in the text: *“The lead claimant in the case (the judgement of all 11 Supreme Court judges connected with the approval to trigger Brexit), invested fund manager Gina Miller, says she has received death threats and boycotts against her business* [James 2017].

9. *Britain’s Supreme Court will rule Tuesday on whether or not Prime Minister Theresa May has to seek parliamentary approval to trigger Brexit, the Court said Wednesday* [James 2017].

10. *Judgement in these cases will be delivered at 9:30 am (0930GMT) on Tuesday 24 January 2017, “the court said its website, following the government’s appeal against a previous ruling”* [James 2017].

11. *All 11 Supreme Court judges convened... May cannot begin Britain’s departure from EU without first getting the go-ahead from lawmakers* [James 2017].

12. *A High Court ruling in November that said the government did not have the executive power alone to invoke Article 50... [James 2017].*

13. *The decision enraged Brexit supporters* [James 2017].

14. *... with some newspapers accusing judges of thwarting the will of the 52 percent who voted “Leave in the June 23 referendum* [James 2017].

15. *She told AFP in an interview last year that she did not want to “subvert” the result of the referendum.... [James 2017].*

16. *Ironic that the Parliament which is in favor of giving away its role to Berlin (Brussels) (and did so via Maastricht treaty, etc) – now has the final say in extracting the UK from foreign autocratic rule (even though they didn’t want to)* [James 2017].

17. *At last! – Britain is escaping from filthy octopus- tentacles of vicious EU, and its whiling, stabbing little lawyers* [James 2017].

18. In: “Davos 2017: Brexit will deal a damaging blow to the UK and the EU”, warns Pierre Moscovici: *Earlier this week, Theresa May, who will address the World economic Forum at 9.15 am GMT today, set out her Brexit plan indicating Britain will*

*leave the single market but will pursue a “bold and ambitious” Free Trade Agreement with the European Union” [Moscovici 2017].*

19. (May) warned that should the UK fail to reach an agreement with the EU, the country might adopt a low-tax model. She said: “We would have the freedom to set the competitive tax rates and embrace the policies that would attract the world’s best companies and biggest investors to Britain [Moscovici 2017].

20. In: “UK could replace some of EU migrant workers with robots after Brexit” by Josh Lowe: *Chancellor Philip suggested the agriculture sector could be dramatically affected by migration restrictions, partly by British government that can reach replacing migrants with robots [Lowe 2016].*

21. *Speaking to the Treasury Select Committee in the House of Commons, Chancellor Philip Hammond said the government was working towards along-held “ambition to reduce” [Lowe 2016].*

Positive thinking analysis met among negative expressions in the middle of the article needs another approach:

1. ....to become a gateway [Lowe 2016];
2. ....to become an even greater global gateway for trade and tourism beyond Brexit [Lowe 2016];
3. ... seek out and attract private investors [Lowe 2016];
4. ....to set out a wish-list for Brexit: setting a concrete timeline... [Lowe 2016];

Another group and expressions with positive attitude is identified:

I. *to set up a wish list: ... the wish list for Brexit cites 5 things that should be strategically prioritized by the Government [Lowe 2016];*

1. *to set a concrete timeline [Lowe 2016];*
2. *to do the utmost to attract foreign investment [Lowe 2016];*
3. *the Government ... should push for skilled international workers to be able to come to the UK [Lowe 2016];*
4. *to push for an agreement to be reached swiftly for the pass porting of professional services [Lowe 2016];*

5. *to seize the opportunity to reset British agriculture by leaving the Common Agriculture Policy [Lowe 2016];*

- a) *we must maintain basic support structures [Lowe 2016];*
- b) *albeit at new levels [Lowe 2016];*
- c) *gear towards those who manage less favoured areas [Lowe 2016].*

#### **Negative attitudes:**

1. *Two Lords amendments – guaranteeing the right of 3 million EU nationals in Britain, and*

2. *giving MP’s “meaningful vote” on the outcome of the negotiations – were thrown out with large majority [Lowe 2016].*

The former (1) *was met with fierce protest* on social media, with thousands of criticizing the Government for leaving them *riddled with uncertainty* and angry at being treated like “*bargaining chips*”. Comments: *Many Farmers voted to exit the EU. I think they will live to regret deeply* [Lowe 2016].

Downing street has insisted Scottish people do not want to second independence referendum – but has *shield away* from saying it would *block a new plebiscite* in the article “Scottish people do not want a second independence referendum”, Downing Street says, by John Stone, The Independent, March 13, 2017: *A No. 10 spokesperson said the Scottish Government “should focus on delivering good... services. A UK Government spokesperson derided the idea of a second referendum, but didn’t expressly say it would block one* [Stone 2017].

*Ms. Sturgeon said ... it would be wrong for Scotland to be taken down a path that it has no control over regardless of the consequences for our economy* [Stone 2017].

Positive attitudes follow in a recent article where the politicians express the optimistic point of view such as: *I believe (Ms. Sturgeon) the Scottish people will opt for independence informed choice: .... “that will be the choice of Scottish people ... an informed choice* [Stone 2017].

Positive or “*preferred option*” – “*sustained evidence*” of independence...

The second referendum is “highly likely: said Nicola Sturgeon Prime Minister of Scotland in the article “Q&A: Why does Nicola Sturgeon want a second independence vote and when could it be held?” by Kate McCann [McCann 2017].

The new word appears for the first time in the titles.

*Brexitland* – what kind of immigration curbs EU citizens could face in Brexitland in the article “London’s EU Exports Reject their New Status as Brexit Bargaining Chips” by Thomas Seal and John Anger [Seal, Anger 2017].

**Overcast skies:** *For Society General SA trader Julia Armenian, the UK capital became about as appealing as its overcast skies* [Seal, Anger 2017];

**to second the emotion:** *Others workers from the EU Second that emotion* [Seal, Anger 2017];

**to drop fight:** *Parliament dropped fight to give EU citizens some guarantees* [Seal, Anger 2017];

**self-proclaimed:** *From Spain to Romania, self-proclaimed Londoners feel let down* What’s the appeal of London?: “*If this gives away (multicultural citizens of London), then what’s the appeal of London? The Weather?...* [Seal, Anger 2017];

**You don’t feel as welcome:** *If the whole society moves in a way where foreigners are not welcome anymore, you don’t feel as welcome* [Seal, Anger 2017];

**to balk at guaranteeing:** *to sour (even further) = sentiments towards Britain, among the 3.3 million EU natives who call it home likely sourced even further this week after lawmakers balked at guaranteeing them rights beyond Britain’s looming withdrawal from the bloc* [Seal, Anger 2017];

*“absolute and utterly disappointed”*: That left industrial designer Jorge Lombarte “absolute and utterly disappointed” with his adopted country’s politicians and considering a return to his native Madrid [Seal, Anger 2017];

*to revive the suspicious* (unilaterally) , against safeguarding the rights: yet her governments’ refusal to act unilaterally revived the suspicious among immigrants that last June’s decision to quit EU amounted to a backlash against them. 335 votes (to 287) [were] against safeguarding the rights of EU nationals in post – Brexit Britain.

*...its definitely a burden for me, a bargaining chip... = ... “my future ... is definitely a burden for me. I don’t want to feel like a bargaining chip, even though probably I am”* [Seal, Anger 2017];

*...to be worried, left feeling, “unwelcome and understandably upset”*: Companies are worried too. ... before the parliamentary vote that 20 percent of the workers who lack UK citizenship have been left feeling “unwelcome and understandably upset” by Brexit exodus of talent ... without assurance it will lose valued... [Seal, Anger 2017];

*... universities ... warn they are bracing for an exodus of talent... without assurance or will lose valued teachers...*[Seal, Anger 2017];

*...to suspect the staff leaving: more than a quarter of employers suspect their EU staff are considering leaving the UK* [Seal, Anger 2017];

*... the challenge is acute ... citizens reside...: The challenge is particularly acute in London where 1 mln EU citizens reside ... (no) “cast-iron guarantee” in the rights ...to hope the Government would reassure the guarantees... : Mayor Sadie Khan told: “I’m looking forward having ... reassurance sooner rather than later”* [Seal, Anger 2017];

*... nagging concerns nowhere to be addressed ...: These are some of the nagging concerns that are nowhere near being addressed”* [Seal, Anger 2017];

*... to underestimate... : “the British political elite are massively underestimating the practical question...”* [Seal, Anger 2017];

*...to come too late...: “When a deal is done it may come too late for Lombarte*[Seal, Anger 2017];

*... not wanted here...: “most of us value our dignity and are making plans to leave* [Seal, Anger 2017];

*A majority of people simply don’t want us here”* [Seal, Anger 2017];

*...have to be patient...: once she (May) riggers the exit – power shifts to the EU, and she will have to be patient”* in the article “EU could force May to wait until June to start Brexit talks” by Jan Wishart:

*...upsetting business ...: ...two sides have to find common ground (for) upsetting businesses and banks... what the withdrawal means...*[Wishart 2012];

*...unclear how fast they could arrange..: “It’s unclear how fast after authorization the 2 sides could arrange to sit” ...* [Wishart 2012];



... *the longer... the less...: "The longer the UK waits, the less likely the April Summit date becomes..."* [Wishart 2012];

.... *diminishing timeframe: ... "a new trade deal within the diminishing timeline is already in question"* [Wishart 2012].

*"potentially irreparable harm"*: Dutch Prime Minister Rutte questioned British optimism saying the UK could be in for "potentially irreparable harm" in the article "Dutch leader says Brexit puts Britain in deep trouble" by Raff Caserta:

*"tectonic shift" ...: "Rutte said the Brexit vote has already led to "tectonic shift"* [Caserta 2017];

... *banks are seeking to get out of the City of London and have shown a keen interest in Amsterdam as a new hub* [Caserta 2017];

*to disentangle from...: ..."to launch proceedings with the EU, setting off to disentangle itself from its 27 partners"* [Caserta 2017];

*It will never be as good as what they have now ... the trade relationship with the continent "is getting really in danger"* [Caserta 2017];

... *by leaving the EU, the UK – and Northern Ireland – could get a hard border with EU member Ireland on the politically sensitive island* [Caserta 2017];

*The Political system in London is shaking on its foundation* [Caserta 2017].

Besides negative and positive attitudes the journalists use also ironic attitude. One can see the rich language of Robbie Gramer in his 'explosive' article "Brexiters urge Scotland not to leave UK citing arguments used against Brexit" by Robbie Gramer:

1. *The British pot is meeting the Scottish kettle* [Gramer 2017].

2. Theresa May said: *"Another referendum would be divisive and pause huge economic uncertainty at the worst possible time"* [Gramer 2017] (You may have heard this sing before, in reverse);

3. *stay (in the EU) campaigners, during the Brexit vote in July, 2016 argued an exit from the EU would cause economic turmoil and isn't lost on the Twitterverse* [Gramer 2017].

4. *The speech infuriated May, who accused Sturgeon (PM Scotland) of playing "games" with politics. "The tunnel vision that the SNP (Scotland National Party) has shown today is deeply regrettable, May said* [Gramer 2017].

5. *Hours after the speech, 10 Downing (May) announced it wouldn't invoke Article 50 of the EU treaty to begin the UK's formal withdrawal process from the EU* [Gramer 2017].

*Rumors swirled the Parliament would green-light the process this week. When that plan was scrapped, it fueled speculation Sturgeon's (SNP) speech scared off May* [Gramer 2017].

The language of comments abundances a lot of diversified expressions:

1. *PM's first Brexit wobble* [Gramer 2017];

2. *How can Theresa May talk about “uncertainty” of Scottish referendum on eve of triggering of Article 50?* [Gramer 2017]

3. *Weird from No.10 . Why let Article 50 speculation mount, then kill it straight after Sturgeon statement. Looks like Sturgeon setting agenda* [Gramer 2017].

4. *She (May) was largely silent about Brexit during the heated campaign last July. She was formally against Brexit, but ... vowed to see the Brexit process through* [Gramer 2017]

5. *Labour Leader Jeremy Corbyn considers there should be another referendum, but economically might be a catastrophe for many people* [12]

6. *in the comments: Theresa May, your hypocrisy is breathtaking. Brexit caused more uncertainty than any other event in the modern era* [Gramer 2017].

7. *They are not about to set up votes every other year when things don't go every ones way* [Gramer 2017].

8. *Stand as sovereign countries, Scotland and Ireland, leave UK and stay with EU for your long term gains* [Gramer 2017].

9. .... *“no deal” scenario... UK can't (even) quantify the impact of Brexit* [Gramer 2017].

One can consider another type of attitude the so-called ironic pessimistic expressions as Corbyn the Labour Party Chief explains the situation linked to humiliation.

1. *Civilization is something the moronic brexiter will never understand, (the created situation) that is why they talk and behave as they do (as they want), all hate* [Gramer 2017];

2. *They (businessmen) don't want to put their heads above the parapet: we don't stick our head out, we'll let someone else do the talking* [Gramer 2017];

3. *... industry was pretty quiet about pros and cons, most people don't like the result and it is too late* [Gramer 2017];

4. *... they should have said something at the time and they did not* [Gramer 2017].

5. In “Remain Campaign Chief says: Business leaders were afraid to campaign against Brexit” by Thomas Colson: *If (Stuart Rose writes the most vocal supporter of “Remain”)... people have found easier to keep their heads down when you put your heads up, they get a punch in the face; and it is easier with heads down when concerning remuneration* [Colson 2017];

7. *... to go cap in hand (to keep humiliating)* [Colson 2017].

So, there were identified specific features of using neologisms and old words and expressions with new connotations: negative / hard expressions, positive / soft expressions i.e. positive attitude and negative attitude. The modern language in social-economic context includes the ironic / pessimistic content. The topic can be exemplified and taught meanwhile modern negotiation. The best negotiator should choose the best language variant.

The first position of the most productive expressions are those with negative meaning – 30; the second position is detained by the ironic expressions –14; the third position takes positive content– 10; the fourth position are phrases expressing humiliation – 7.

While learning and teaching the modern language for negotiation one should draw attention to its newest qualitative (specific) changes.

The recent changes of the most important events in economic and political life both of national and international (continental) levels should be taught not only at foreign language classes but at specific subjects like International Relations, The Policy of Negotiation, etc.

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