



ҚАЗАҚСТАН РЕСПУБЛИКАСЫ  
ТҰҢҒЫШ ПРЕЗИДЕНТІ - ЕЛБАСЫНЫҢ ҚОРЫ

**«ҒЫЛЫМ ЖӘНЕ БІЛІМ – 2017»**

студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
БАЯНДАМАЛАР ЖИНАҒЫ

**СБОРНИК МАТЕРИАЛОВ**

XII Международной научной конференции  
студентов и молодых ученых  
**«НАУКА И ОБРАЗОВАНИЕ – 2017»**

**PROCEEDINGS**

of the XII International Scientific Conference  
for students and young scholars  
**«SCIENCE AND EDUCATION - 2017»**



14<sup>th</sup> April 2017, Astana



**ҚАЗАҚСТАН РЕСПУБЛИКАСЫ БІЛІМ ЖӘНЕ ҒЫЛЫМ МИНИСТРЛІГІ  
Л.Н. ГУМИЛЕВ АТЫНДАҒЫ ЕУРАЗИЯ ҰЛТТЫҚ УНИВЕРСИТЕТІ**

**«Ғылым және білім - 2017»  
студенттер мен жас ғалымдардың  
XII Халықаралық ғылыми конференциясының  
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**2017 жыл 14 сәуір**

**Астана**

**УДК 378**

**ББК 74.58**

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«Ғылым және білім – 2017» студенттер мен жас ғалымдардың XII Халықаралық ғылыми конференциясы = The XII International Scientific Conference for students and young scholars «Science and education - 2017» = XII Международная научная конференция студентов и молодых ученых «Наука и образование - 2017». – Астана: <http://www.eni.kz/ru/nauka/nauka-i-obrazovanie/>, 2017. – 7466 стр. (қазақша, орысша, ағылшынша).

ISBN 978-9965-31-827-6

Жинаққа студенттердің, магистранттардың, докторанттардың және жас ғалымдардың жаратылыстану-техникалық және гуманитарлық ғылымдардың өзекті мәселелері бойынша баяндамалары енгізілген.

The proceedings are the papers of students, undergraduates, doctoral students and young researchers on topical issues of natural and technical sciences and humanities.

В сборник вошли доклады студентов, магистрантов, докторантов и молодых ученых по актуальным вопросам естественно-технических и гуманитарных наук.

УДК 378

ББК 74.58

ISBN 978-9965-31-827-6

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ұлттық университеті, 2017

## **GLOBALIZATION OF THE ENGLISH LANGUAGE IN THE MULTILINGUAL ENVIRONMENT**

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English is popular all over the world as a global language of the world community. Today, English occupies a very special position and turns into lingua franca, the language of the interethnic communion of all humanity. Yet, half a century ago, English was just one of the international languages, along with other languages spoken in the United Nations. As the biblical legend says, the construction of the grandiose Tower of Babel was stopped because of a lack of understanding between people who spoke different languages. It seems that today humanity again has a chance to find a common language, in which the English language already serves as a part of the world's population. More precisely - not real English, but simplified global English, since most of those who use today

Global English, have never been in countries where English is the mother tongue. Originally, English was widely spread throughout the world due to the expansion of influence and the colonial conquest of the mighty British Empire. However, in the twentieth century English acquired an even more significant international status because of the growing influence and power of the United States. Englishimmigrants took English to North America and other parts of the world. In addition, England spread its language in all conquered countries, the former colonies of the British Empire. Figuratively speaking, England stretched the cultural and language bridge across the ocean, connecting the continents. However, the United States created migrants not only from Great Britain. People from all over Europe and from other countries were drawn to this country. A new nation needed a unifying element that would help overcome national and linguistic differences. This role was fulfilled.

English. Despite this, the native languages of the emigrants were able to transform the original English language, making it more flexible and open to change. This new language, commonly called "American English," crossed the Atlantic and returned to Europe in the twentieth century, mainly after the Second World War. This new form of language acquired over the 150-year history of the continuing emigration to the United States. In our time, American English is the language of an economic, military and political superpower. Over time, American influence only intensified. The globalization of trade, economy and the spread of the American way of life - what is called "Americanization" - contributed to andGlobalization of American English. In other languages, borrowing from the American began to appear.

Nowadays, English is the universally recognized language of international communication, the language of the modern global economy, the language of advanced science and high technologies. English is the main language in not only the United States, the United Kingdom, Ireland, Canada, Australia and New Zealand, but it is also the main official language of many countries in Africa and the Caribbean, on the islands of the Indian, Pacific, and Atlantic Oceans. English is the second official language of India. Of course, because of such a wide geographical spread.

There are many local differences in the pronunciation and vocabulary of different versions of the English language in different parts of the world. However, these differences are usually not so deep that those who speak English cannot understand each other. New Zealanders communicate freely with Indians, and Scots easily understand the inhabitants of Kenya. Moreover, the speed of English language distribution on the globe is such that today English belongs to all humanity but is not the "linguistic colonialism" of the countries from which English comes language and where the

native speakers of this language live. As a result, of the use of English mainly in countries where this language is not native, it will inevitably lead to such changes in the global English language (apparently, in the direction of simplification) that soon it will have little in common with the original English roots. However, it is important to take into account that ignorance of global English can soon prove to be a serious obstacle for social adaptation and personal development in a new global world. So global English is gradually becoming the most common language the second language of all humanity.

Today, around 1.5 billion people speak English in the world. In 90 countries, English either is a second language or is widely studied. In France, in public secondary schools, students are required to study English or German for four years, most - at least 85% - choose English. In Japan, students must learn English for six years before graduating from high school. In Russia, where learning foreign languages for children is compulsory, most learn English. In Norway, Sweden and Denmark necessarily learn English. Of all European countries, not counting Great Britain, Holland is in first place in terms of the number of those who know English. Since Portugal joined the European Community, the demand for English lessons has replaced the demand for French lessons. The most accurate factor in accelerating the development of a universal way of life is the spread of English. If English becomes the main language of communication, the consequences of this are obvious: the cultures of English-speaking countries will be dominant throughout the world.

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UDC 800

### **THE ROLE OF MNEMONICS IN THE PROCESS OF FOREIGN LANGUAGE LEARNING**

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#### **Introduction**

The term *mnemotechnics* (from the Greek word μνήμων “mnēmōn,” mindful) refers to a group of mnemonic devices, that is, tools and techniques which aid memorization. These techniques commonly rely on associations relating the items to be remembered to other entities, thus making them easier to store and recall. Buzan (1991, p. 18) enumerated some basic principles behind any mnemonic system which might improve all aspects of learning. Among such principles he listed: senses, movement, association, structure, imagery, positive images and imagination. Senses were mentioned as it is believed that stimulating vision, hearing, sound rhythm, smell, taste and touch helps in creating and remembering images. In case of movement it was shown that moving images can capture one’s attention while association, that is linking the new information to the already existing one, aids memorization process. The same time by implementing structure, order or sequence it is easier to access any piece of information learned. Imagery aids remembering by using personal references, color or symbolism and imagination, especially exaggeration of size, shape or