



The language of the world IT community is English. It is very convenient but sometimes you couldn't understand someone's speech. If you are a native Russian language speaker it is hard for you to understand American speech. For example, my group mate works for an American corporation. For the first time it was hard for him to understand his partners but he started to record their online meetings, put on subtitles and listen to it again to understand his work aims. Finally, he got it because he wasn't shy and worked hard.

Business IT communication can be divided into communication with partners and clients. Communication is presented as neutral and formal. When you write a CV or other documentations you can use formal English [4], but if you are hired and get on well with your partner, client or even boss you can use neutral language [5]. So as you can see in the slide there is the difference between two styles. To conclude IT-specialist must know and use both forms of English communication to work correctly.

Now we use computers in EVERY sphere of our life. Desktop applications such as browsers, Microsoft office and Photoshop are used by great variety of users from developers to designers.

IT-English improves application using. Almost every app uses the same vocabulary as others. There is function «save» in Microsoft word and function save in Adobe After Effects. Sometimes users can find synonyms in their applications. The word «Load» can be presented as «Import», the word «Save» as «Export». So, if you know IT English you can easily and rapidly use any app, its purpose doesn't matter as source code and documentation are written in English. Also it is recommended to use apps in English.

To conclude English is the basic skill in my profession. It opens the world of opportunities for my professional improvement.

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## THE AESTHETICIZATION OF MODERN CONSUMPTION

At the present stage of our society, aesthetics is an important part of consumption. The concept of consumer society is seen as a mechanism of social attitudes, which aims to meet their own interests and needs, in particular material, but also spiritual needs. In considering aestheticization, it is necessary to understand what the concept of "aesthetics" itself is.

Aesthetics is a subject of man's attitude toward the world around him, which is characterized by an inner sense of himself, that is, the experience received during the experience of a certain set of feelings, such as elation, euphoria, love and joy, gives a personal definition of beauty and determines the perception of the surrounding reality. The closest manifestation of aesthetics is art, as art is a reflection of the spiritual world and human feeling in artistic images. With the development of society there are new directions in art, and, consequently, the development of aesthetic taste. In this context, we can consider the emergence of fashion. V. Sergievich estimates that the fashion refers to the aesthetic phenomena that determine the evolution of many components of culture, as it is fashion that determines the dominant styles in architecture, painting, design, clothing, etc. and establishes cultural values and ideology, forms the habit or taste in clothing, accessories, lifestyle and becomes the social definition of aesthetics [1, p. 17]. It is important to note that in the modern world, art has become an object of consumption and has taken the form of a material and monetary equivalent, which is used in many spheres, both social and economic.

It happens so that art has now defined the sign system in the consumer society and when buying a certain commodity we do not want the utility of that commodity itself, but the desired symbol that gives us the possession of a cer-