

Le parfum le plus démocratique — Youth Dew, Estee Lauder

Les notes de tête comprennent des arômes d'orange, de bergamote et de pêche, suivis de fleurs modestes: feuilles de jacinthe, de camomille et de géranium; dans le noyau - rose, jasmin, orchidée, clou de girofle parfumé et cannelle; La base contient du vétiver, du patchouli, de l'opoponax et du bois de santal, de l'ambre oriental, du musc, de la vanille bourbon, de l'encens et de la résine aromatique.

Aujourd'hui, la saveur semble très intense, voire lourde - mais c'est exactement ce que les femmes américaines voulaient dans les années 50.

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ROOFGARDEN

A roof garden is a garden on the roof of a building. The origins of roof-greening stretch back into the distant past. Humans have grown plants atop structures since the ziggurats of ancient Mesopotamia. A series of stairs along the outside perimeter of the stepped pyramid provided access to the various tiers of the structure. As there were no interior rooms, trees and flowers on each terrace of the enormous ziggurats would provide a cool, shady place for the visitor to rest from the blazing Babylonian sun [1]. The most famous example of this was created in the 6th century BC. The Assyrian king Nebuchadnezzar established the famous hanging gardens for his wife Semiramis over parts of the palace in Babylon. Gardens were considered one of the seven wonders of the ancient world.

An example in Roman times was the Villa of the Mysteries in Pompeii, which had an elevated terrace where plants were grown.

Trees that provided shade in days heat, extravagantly blooming bushes, climbing plants and aromatic spice gardens fascinated the eyes and nose with their colors and perfumes.

After many centuries, when roof gardening was almost forgotten, the garden culture of ancient Greek and Roman times was revived during the Renaissance along with the rest of the classical culture. Magnificent roof gardens were planted first in Florence, Rome and Venice, but soon also in other major European cities. Interesting examples of roof gardens were created, including Villa Careggi (circa 1400), the Roman Museum of Cardinal Andrea della Valle and the Palace of the Duke of Maffei in Verona (both circa 1530).

Soon, architects and garden designers of the 20th century, ranging from Le Corbusier to Frank Lloyd Wright to Brazilian Roberto Burle Marx, embraced the idea of the roof garden. The famous Kensington Roof Garden, completed in 1938 atop a department store building in London, includes a series of themed gardens planted with perennials, roses, shrubs and trees. The rooftop space is also home to water features, complete with flamingos and ducks. After a period of neglect, the Kensington Roof Garden is again open to the public [2].

Now roof gardens are most often found in urban environments. Green roofs can be either "extensive," with a thin layer of soil that supports a variety of meadow plants, or "intensive," requiring a thicker soil layer and buttressing of the roof. Intensive green roofs support perennials, shrubs and even trees [2].

Intensive green roofs are widely used on commercial buildings where owners want to have large green areas that incorporate all sizes and types of plants. These roofs will have grasses, ground covers, flowers, shrubs and even trees. They will often include paths and walkways that travel between different architectural features to provide space where people can interact with the natural surroundings. Benches, tables, planter boxes, greenhouses, ponds and fountains offer people places to relax, dine or work in park-like settings. Extensive roofs are more often used for single family and multi-family residential buildings. They are also best suited to spaces where people are seldom going to be walking on the roof surface. Extensive green roofs are the simplest to install and are very often added to existing roofs [3].

Plants have the ability to reduce the overall heat absorption of the building which then reduces energy consumption. Green roofs and walls can cool local temperatures by between 3.6°C and 11.3°C, depending on the city, suggests their new study. The researchers compared the effects of green surfaces in nine cities around the world, including subarctic Montreal in Canada, temperate London in the UK, humid Mumbai (India), and tropical Brasilia (Brazil). In all cases, they studied the month during which that city sees its hottest temperatures. They found that green walls and roofs would cool the local climate around a building in all of the cities – and the hotter the climate, the greater the cooling effect[4].

Becoming green is a high priority for urban planners. The environmental and aesthetic benefits to cities is the prime motivation.

Recreational reasons, such as leisure and relaxation, and greenery and nature, received the most votes. Planting roof gardens on tops of buildings is a way to make cities more efficient.

Besides beauty, rooftop gardens have a number of very visible advantages, including growing (very) local food. Rooftop gardens also take carbon dioxide out of the air while releasing breathable oxygen.

Rooftop gardens are an ideal way for an urban gardener to expand their space and also make good use of frequently unused and wasted space. Green roof garden designs are usually one of two types: intensive or extensive. Intensive green roofs are rooftop gardens where trees, shrubs and herbaceous plants are grown. Extensive roof gardens are usually filled with herbaceous plants. Extensive green roofs can be done on a very small scale, such as a birdhouse or dog house roof, but they can also be made large enough to cover a home or building's roof. Roof greening has a long tradition that continues to develop so that we can benefit from all the good experiences we have gained in the past. It is hoped that this will make the greening of roofs in our cities with hungry greens an increasingly popular way of replacing lost nature. Protection from nature is increasingly becoming a protected area for nature.

ЛИТЕРАТУРА

1. "A brief history of roof gardens" by Heather Shimmin.
2. "The History of the Roof Garden" by Elisabeth Ginsburg.
3. Article "Intensive vs Extensive Green Roofs: What's the difference?", July 31, 2010.
4. "Green roofs could cool warming cities" by Catherine Brahic, EARTH 28 September 2007.

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INFLUENCE DE LA PUBLICITÉ SUR LE CHOIX DU CONSOMMATEUR

La publicité est un outil de communication qui a pour principal objectif d'attirer l'attention du Public (consommateurs) dans le but de l'inciter à changer son comportement.

Il est difficile de déterminer avec certitude la naissance de la publicité. Des archéologues ont retrouvé des fresques datant de l'Antiquité qui annonçaient des combats de gladiateurs. Au Moyen Âge — la plupart des gens étant analphabètes — la communication se faisait par voie orale: