

CAN WE BE AS HAPPY AS SCANDINAVIANS?

From 2013 until today, every time the World Happiness Report (WHR) has published its annual ranking of countries, the five Nordic countries – Finland, Denmark, Norway, Sweden, and Iceland. What makes these countries so much happier than the rest of the world, when their dark and cold winter nights should contribute to the opposite? What is it that they have that other countries don't that makes them happier?

Aims:

1. *to find out what Scandinavians have that other countries don't that make them happier;*
2. *to give more importance to happiness and well-being in determining how to achieve and measure social and economic development;*
3. *to identify Belarusian potential and find the ways to implement.*

1. The first secret of “Scandinavian happiness” is their attitude to work.

- You see Danes on bicycles early to work, and then they leave late afternoon in order to spend time with family – that makes for a better environment for kids and adults.”

- “They have very long vacations,” said Catherine Gilmore-Lawless, a Canadian-American medical professional who studied abroad in Stockholm and then moved there. Perhaps because they get so much time away from work, they do take their hours in the office very seriously.

2. The second one is the unity of people with nature.

Everyone knows the incredible beauty of the Norwegian fjords or national parks, but the weather is not always favorable and the climate is harsh.

“You have to go through bad weather days to be really happy when it gets good” – that's what they say here!

3. For the Swedish philosophy of life, for example, there is even a separate word that is used only here. **Lagom** is a balance between work and rest, benefit and pleasure, modesty and brightness. **Lagom** teaches you to live in harmony with nature, take care of the environment and practice the necessary minimalism.

The same situation is typical for Danish culture. But here it is called **Hyggie**. In a nutshell, it is the concept of self-care through small,

comfortable indulgences, which helps to avoid the long winter evenings. Small acts of self-care are a key part of what makes the Danes – and other cultures with similar practices so happy.

Society. High people trust towards government institutions are key factors that explain why life ratings are so high in the Scandinavian countries. All this requires high taxes (56% of the salary!), which also depends on the size of the salary. No one demonstrates his superiority over others, envy, as a class feeling, is eradicated!

Transport. And the priority is more environmentally friendly modes of transport – bicycles and scooters.

Home Comfort. Swedish furniture and home goods brand IKEA actively promotes “Scandinavian style” in the interior, which has found many fans around the world.

Environmental policy. And of course, our Scandinavian brothers have no equal in the fight for the environment. More than 99% of waste in Sweden is recycled and reused in one way or another.

Scandinavian countries consistently rank in the top ten of happiness, and it’s because they focus their goals and priorities on the things that make them happiest. So, I encourage you to embrace the simple pleasures, and go out of your way to help others. Set aside a cozy spot in your bedroom where you can read and be alone with your thoughts. Make a cup of coffee not because you need it to wake up, but because you want to take your time and enjoy the flavors.

УДК 659.117.3:811.11’42

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LEXICAL EXPRESSIVE MEANS IN REVIEWS ON LONDON HOTELS AS THE WAY OF ATTRACTING TOURISTS

The study of lexical expressive means is relevant, because it helps get the idea of impact of emotions while choosing a tourist product. Expressive reviews give tourists a better understanding of their future destination, accommodation, their advantages and disadvantages. Lexical expressive means act as a source of information, which then lead to forming an attitude and making a decision.

The aim is to analyze lexical expressive means used in reviews on the website www.tripadvisor.com for attracting tourists to London hotels and to find out to what degree they influence people’s choice.

The linguistic tasks:

1. to define the key concepts of work: expressiveness, emotiveness